

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

Vol. CVII, No. 10

NEW YORK, JUNE 5, 1919

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The Significance of "Shawmut"

FOLKS who are interested in names and places will recall that Shawmut was the old Indian name for Boston. Business men know Shawmut as the name of one of New England's leading banks.

Eighty-two years ago, the National Shawmut Bank of Boston began its career of helping develop local and national industry. Today it is a "bank of the world" in the broadest sense. Its Indian Head trade-mark is recognized at home and abroad as the sign of progressive banking service.

Shawmut Service covers every phase of national and international banking. In the field of foreign

trade it is a factor of recognized importance. It establishes credit and promotes trade relations all over the world.

Aiming always at the development of American commerce, the National Shawmut Bank of Boston early saw the need of encouraging business men to do more business abroad. So this bank decided to advertise, and came to Advertising Headquarters.

For two years N. W. Ayer & Son have been privileged to prepare the Shawmut messages for national publications. They have been two years of the happiest association and increasing mutual regard.

N. W. AYER & SON

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BOSTON

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Individually, they are originators, writers and merchandisers whose success in advertising nearly every line of business is a matter of record.

Few advertisers could afford to employ the exclusive services of any one of these men, and yet they are all at the service of Federal clients, supported by a carefully selected, thoroughly trained organization of dependable specialists in every detail of advertising. This is only one reason why we say

*"Put it up to men who know
your market"*



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FEDERAL
ADVERTISING AGENCY, Inc.

6 East Thirty-ninth Street, New York

30 North Michigan Ave., Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

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Vol. CVII

NEW YORK, JUNE 5, 1919

No. 10

Lower Selling Costs the Remedy for Soaring Prices

Economies in Distribution That Reduce the Percentage to Sales

By G. A. Nichols

MANUFACTURERS and jobbers realize now as never before that the cost of selling goods must come down. They see in this the only possible means of reducing the price of merchandise much below its present level. This saving in selling cost must extend along the full journey of the merchandise from the maker to the consumer. The people who manufacture goods, therefore, are not only planning to educate the retailer to the point of encouraging him to reduce his selling cost, but are giving their own selling methods the closest kind of scrutiny with the same object in view.

There are entirely too many frills in selling. PRINTERS' INK has pointed out several times that the cost of producing goods was about as low as it could possibly be. This was so even before the war had boosted the cost of raw material and labor to their present fancy heights. The principle exists as strongly now as it did then—the only difference being that the cost of production is vastly higher. Careful students of merchandising can see the possibility of little material change for years to come. It is to be doubted if this generation, or even the next, will see merchandise produced on as low a cost level as obtained four years ago. Where is the employer of labor brave enough to cut wages below the present figure? And if wages are not going to be cut, how can

the cost of raw material be reduced?

It is plain, then, that the much-to-be-desired saving which shall result in lower prices must come through increased efficiency and economy in operation and selling. The saving is going to be made through reducing the cost of getting the merchandise into the consumer's hands. This means that there will be from now on fewer frills and less so-called service.

The psychological time is here for manufacturers and jobbers to inaugurate economies in their own methods of selling and to encourage their customers to do the same. Anybody who doubts this will be convinced if he looks around him a bit. He can see substantial business men going into cafeterias for their lunch. In the highest class hotels he can see popular priced lunchrooms doing a land office business. He can see women who previously did their buying over the telephone, visiting the grocery and market personally in an effort to cut down their almost unbelievably large bills for food. The "self serve" principle is growing.

People will cheerfully submit to the inconveniences of less service if thereby a saving can be realized. Anybody with anything to sell—whether it be food, clothing, household hardware or pianos—will find people ready and willing to give up service if they can save money by so doing. This remov-

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ing of the frills, involving the cutting down of service, will fit in well with many selling needs. In others a simple revision of method can bring about the necessary saving and result in just as good or even better service.

The publisher of a dry goods journal tells me retailers are much perturbed over this willingness to get along with less service because of the opportunity it gives the chain stores and the retail mail-order houses.

"Come with me and I will show you they have plenty of cause for worry," he said.

We drove out to a Chicago suburb and visited one of the National Tea Company's stores. Women and some men were standing in line with various degrees of patience and impatience, waiting for the privilege of buying goods. It was quite evident that the store had just about one-third enough clerks. By having more, it could have given better service. But its cost of selling thereby would have been increased and it would have had to charge more for its goods. The old-line grocery store down the street, which took pride in its service, had twice as many clerks and about half as much business.

The National Tea Company store on the other hand had worked out a careful plan whereby it had a certain number of clerks for a certain volume of business. As the business grows clerks are added. But the two are always out of proportion, with the advantage going toward the saving in selling cost.

"The independent retailer can do this too, if he will," said the publisher. "We have been conducting an investigation during the last month and have been surprised at the hard-shelled attitude on the part of some. But they have got to cut down their selling expense. If they don't then they are going to have even more abundant cause for worry over the advances being made by the chain stores and the retail mail-order people who are giving real study and intelligent attention to

the work of reducing selling costs to the very last penny.

"People are responsive to this sort of thing these days. The trouble is and has been for years that the average retailer thinks the average consumer is a certain kind of fool so far as knowledge of merchandising methods is concerned. Some of them have the altogether mistaken idea that people look upon merchandising as a mysterious transaction that they can be expected to know nothing about and that they must accept without quibble or question anything the retailer says or does.

"The people know vastly more than they are given credit for in this respect. They think. Their purchasing is done not on a basis of sentiment or ignorance but on a cool calculating plan of value. Otherwise how can you account for the big success of the chain grocery, the chain drug store, the chain five and ten cent store or almost any other kind of chain you can name? How do you account for the growth in retail mail-order? People study the market and the supply just as zealously as does the retailer himself. It is time for the retailer to pull his head out of the sand."

What are some of the things that can be done to reduce selling costs and thus cut the price to the consumer?

NEEDS MORE PRINTED SALESMANSHIP

It is quite fashionable these days to put the thing chiefly upon the retailer. The retailer's critics are not going far wrong at that. But the saving cannot all be made at the retail end. Many a manufacturer, although producing his goods under the highest standards of efficiency and economy, falls far short when it comes to marketing them. I had the privilege of discussing this point with a certain Baltimore manufacturer dealing in specialty lines.

"The average manufacturer going into a small town, unless he sells direct by mail, has a higher selling expense than anybody else

IT WAS A ticklish situation. The advertiser—a public service corporation—had succeeded in educating consumers so thoroughly that his service was regarded as more than a convenience—practically as a necessity. But it was found that natural limitations impaired the service at certain periods.

Would the public respond to an appeal to reason? Could it be re-educated—taught to adopt suitable measures of relief during these periods?

It would. It could—and it did. Now the public accepts these periods naturally. So far from suffering loss of confidence, the advertiser came forth with good-will actually enhanced.

I Intelligence appealing to intelligence—truth well told—there is no surer, no shorter, road to democratic good will.



THE H. K. McCANN COMPANY

Advertising 61 Broadway New York

CLEVELAND SAN FRANCISCO TORONTO MONTREAL

selling direct to the retailer," said this man. "My own case proves it. My concern is comparatively small and the figures I am about to give you are in the same proportion. But I think they illustrate the principle just the same. I have four salesmen at an average cost of \$5,000 per year each. The business brought in by each of these salesmen averages around \$25,000 per year. This is good when you consider the highly specialized nature of my line. In other words it costs me \$5,000 to get sales of \$25,000, or 20 per cent on sales. In addition I have at least \$1,000 worth of samples tied up all the year by each salesman.

"This is saying nothing about the other advertising I do. This cost, of course, is entirely too high. But I am bound to get it back in my selling price or sacrifice my profits entirely."

It is apparent that this manufacturer needs to utilize direct-mail selling to a greater extent. I hate to see a perfectly good road salesman lose his job, but he surely ought to here. At a cost of \$5,000 the manufacturer can put out and mail 10,000 catalogues of 120 pages each. The catalogue can call upon ten times as many retailers as his entire selling force at present. His product is such that two such catalogues a year can do his selling effectively.

It would have to be a real catalogue with high grade illustrations and thoroughly dependable descriptions. The prices must be the lowest rock bottom net figures.

Such a catalogue, covering so much more territory than the traveling salesman could, ought to sell more goods. Why shouldn't it? The only thing a salesman does that a catalogue cannot do is talk—or rather talk back. A catalogue can tell its selling message in a straightforward dignified way but it cannot argue. This is why a catalogue must be right the first time. It cannot make mistakes. There is more or less prejudice against the catalogue on the part of some large retailers, as was said in a recent PRINTERS'

INK editorial. But the trouble in this case is with the retailer and not with the catalogue. This is one of the many things the retailer has to learn if he is going to be in shape to compete resultfully with the chain store and with the retail catalogue houses.

In economical selling the house using a catalogue has a huge advantage over the other. While we are considering the case of the Baltimore manufacturer with his 20 per cent selling cost we can look for contrast to a jobber in the same town—the Baltimore Bargain House.

Last year the Baltimore Bargain House, selling entirely by catalogue, had sales in excess of \$25,000,000. It cost exactly one and three-fifths per cent of this amount to print and mail the catalogue from which the selling was done. The entire selling cost of this institution, including its house salesmen, did not exceed two and one-half per cent on the sales. Pricing its goods in proportion to its selling cost the Bargain House not only solves its own problem of keeping selling prices down but helps the retailer as well.

It is entirely possible and practical for the manufacturer to sell direct through a good catalogue. The large jobber is better equipped to do this because he is not dependent upon any one or any lines to make up his business. In the manufacturer's catalogue problem is much simpler than the jobber's. Through having a limited line and making his own goods he can handle the price situation with much precision and safety. Moreover, he needs fewer catalogues than does the jobber with his multiplicity of lines and constantly changing developments both in prices and offerings.

THE JOBBER'S ADVANTAGE IN ECONOMIC SELLING

There has been a great deal of rather thoughtful talk of late about whether there really was any reason for the jobber existing. Is the jobber an unnecessary link in the

(Continued on page 14)

Peace-time Needlework

WOMEN spent much of their time knitting and sewing for soldiers during the war.

But now they are again devoting more and more of their time to needlework.

NEEDLECRAFT MAGAZINE

the great leader in its field, is receiving constantly increasing attention from alert, thoughtful and industrious women everywhere. More than one million of them already prove their belief in

Needlecraft by cash-in-advance subscriptions at full price.



And—

"One Woman Tells Another"

Member of A. B. C.

What the Government Is Doing to Encourage Home Building

A Practical Suggestion to Manufacturers of Building Materials

By Terry O'Donnell

Division of Public Works and Construction Development, U. S. Department of Labor

WITH its usual foresight, and ability to get down to fundamentals, PRINTERS' INK in its editorial printed a few weeks ago, "A New Angle for Building Ads," hits the nail on the head, to confine ourselves to a simile apropos under the circumstances.

Unquestionably, people need to be told the simple facts about building, about the only building they ever will have anything to do with—that is, the vast majority. The erection of a home has been fraught always with considerable mystery. Many people have been prone to think the mere signing of a paper wafted the home into being. Many, in fact, enter into the transaction with elementary knowledge of all the factors involved, and very likely come to grief. In such a case, as in all transactions, one displeased or outraged customer outbalances a great multitude of good ones.

PRINTERS' INK is right when it states that "The competition operating against home building is not so much the competition of high costs as it is the competition of ignorance." However, people need to be told the why and wherefore of high costs. For that matter, it is unnecessary to tell people they should "Own Their Own Homes." Most people do wish to own their homes. What too much educational propaganda of this nature may accomplish under present high-cost circumstances is not so much a great increase in home owners, but a state of despair at not being able to own a home, unless it can be proved that even under present circumstances, with prices at a stage where an early fall seems more unlikely than ever, the person of average income can acquire a home, and on a paying basis, at that.

Until figures and compilations were made, it was not even advisable for the Information and Education Service of the Department of Labor to go on record as stating that prices would not come down. Any concrete applications of present home-building costs would not have had a proper footing less than a month before the date of writing this (April 21 would be the time, as this is written on May 21), as it was not provable or explicable that prices could not come down. However, it is being generally stated now that they cannot come down; and because the opinions of the experts engaged in the compilation of statistics indicate that fact, but because it is predicated upon conditions which are world wide, and which concern themselves with the two simple factors of supply and demand.

Figures which would have been applicable a month or so ago are no longer sound. Building material in general has risen 60 per cent and will stay there. Building material is 30 per cent of the cost of a home. Labor, both that engaged in producing the material, and that engaged in building with it, makes up the remaining 70 per cent. Labor generally has risen about 68 per cent. However, the Housing Corporation of the U. S. Department of Labor finds that it can erect a five-room house, of frame or stucco, for approximately 48 per cent of the pre-war cost. Be this as it may, it will indicate why present figures as they may have been compiled by previous workers in this field, by building and loan associations, for instance, will have to be revised. This revision is being done as rapidly as possible from these headquarters.

Only one New York evening newspaper carried more "Foreign" advertising in 1918 than in 1917.

The Brooklyn Standard Union is that one newspaper, with a gain of 28,478 lines.

The truth seems to be spreading.

It has, as a general rule, not been the most simple matter for the home owner to acquire a home, given even sufficient money and the desired inclination. We are all familiar with the curious phenomenon of wishing to buy a certain article at a definite time, and being frustrated in the attempt, even for a trivial reason, we have lost the motive behind the impulse, and that sale, so far as we are concerned, and so far as the manufacturer of the product desired is concerned, will never be a fact. So with home owning. Many people save up, possibly \$500 or \$600, and then go to a bank, eager and definite as to what they wish. The bank will tell them it cannot loan on the home they wish. Its charter will not permit it.

If it is a national bank it is operating under a Federal Reserve charter, which limits that bank's loans on a home property to one year—obviously too short a period. The average home-owner prospect does not discriminate between banks. Many State banks could render the desired service. But most State banks are taking advantage of the Federal Reserve act, and come under its operation thereby. So that source of financing is closed. We are therefore confronted with the curious anomaly of having the Department of Labor urge the wage earner to 'Own His Home,' while at the same time the Treasury Department does not concede its importance as an investment. That anomaly is very obvious, and many have taken pains to acquaint us with it. The reason, to a thinking person, is just as obvious, and that reason is: Banks, especially national and State banks, are of use, and yield profit, only in proportions as they keep their money turn-over brisk.

The solution, then, ought to lie with the building and loan associations. Many people do not like to deal with them. Building and loan associations have learned cautiousness through dire necessity. They must move slowly. Any good building and loan association is in position to tell any wage

earner, to the dollar, just what it will cost to build a home, and how long the pay-off period will have to be. But to secure money through a building and loan association implies a long period of preliminary saving for the person of obvious means, but not so obvious reliability. That reliability will have to be proven to the association in advance.

Usually, the savings of a person within the association must permit that person to have acquired at least the lot on which it is proposed to build the home. He must make a written application for a loan in a book provided for that purpose, and deposit the fee required for the appraisement of the real estate offered as security. The repayment of the loan must be secured by a deed of trust on such real estate, or on stock in the association. The home when erected must be insured, and the insurance policy transferred to the association, so as to protect it against loss. All the costs and charges for the examinations of titles, preparing, acknowledging, and recording deeds of trust, and deeds of releases, must be paid by the association member receiving the advance. However, many building and loan associations feel they are not able to give all the help which should be given. So they have had drafted, and are presenting to Congress at the present session, a Home Loan Bill which will enable them to go further, because the proposed bill will give them a financial elasticity such as the Federal Reserve Act has given to banks operating under its provisions, and the result will be that where now \$500 or \$600 would be required for the most nominal kind of a home building start, \$250 or \$300 would hereafter be sufficient, and the period in which payment will have to be made can be suited to the means of the person who makes the loan, and who may soon be able to make a second mortgage, also, giving him a chance to get the most money possible out of his property.

This leads up to that part of the



Member Audit Bureau
of Circulations

THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY

4200 Pages 9 x 12

Price \$15.00

THOMAS' REGISTER OF AMERICAN MANUFACTURERS is the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.

80% OF ITS CIRCULATION IS DOMESTIC

A large portion of the important Purchasing Powers throughout the United States and Canada refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. They all **wanted it, ordered it and paid for it.** No free distribution.

20% IS EXPORT

More than 1500 of the important Importing Houses throughout the world are using it, realizing that the work so universally recognized throughout the United States as the Standard Purchasing Guide offers them the best method of getting in touch with the American Manufacturers of any product that they require.

The United States Department of State forwards it to important consulates throughout the world to assist in answering inquiries and promoting American trade. The United States Department of Commerce also furnishes it to its branches and commercial attaches abroad.

Substantially all important Exporting Houses in New York City and elsewhere in the United States (nearly 1,000) use it to locate sources of supply.

Our Pacific Coast manager, Mr. Arthur R. Bird, with two assistants, left February 18th for a nine months' tour of the Orient, India, South Africa and Australia exclusively in the interest of Thomas' Register. Mr. Bird is establishing permanent offices in all important cities in this territory.

Similarly effective action is being taken in other parts of the world. Our resident representatives are now actively engaged in our work in Norway, Sweden, Denmark, England, France, Spain, Italy, Argentina and other points.

THOMAS PUBLISHING COMPANY

129-135 Lafayette St., New York City

BOSTON
Attem Sq.

CHICAGO
20 W. Jackson Blvd.

SAN FRANCISCO
433 California St.

LONDON
24 Railway Approach

editorial in PRINTERS' INK, wherein the possibility of financial help in certain centres would be available to home owner prospects. Many large corporations have sensed the need of this. It is true that many people feel the Government should attend to it. It is painful, especially, to have to read the pathetic letter of a returned soldier, and find him anxious to own a home, but also learn that he is practically penniless, as indeed he well may be, for if he is like many of us who have seen service, the cutting in on our normal earning capacity has been that of a two-edged sword. The sacrifice is not begrudged, but some way of helping one to help himself soon makes itself desirable. Large employers of labor; large financial interests; local banking and building interests—these ought to get together. Government aid to the prospective builder is not a panacea. Nine times out of ten the requirements and restrictions would be more severe than those of the average building and loan association in a small city, for the element of non-acquaintance would be encountered, and this personal contact means a great deal, just as the lack of it means a great deal of extra, galling routine, before the requested loan could be reported on, for instance.

We are trying to form "Own Your Own Home Committees" in many cities. The list before me shows seventy-nine, with ninety-three additional forming. We hope to make these local points of contact, where inquirers can see typical Government plans; where they can get an exact idea of what their kind of a home will cost; where they can get a square deal. Large employers of labor, anxious to lessen labor turn-over, could consider

this angle with profit. Philanthropic men, with money to spend, could aid in the democratization of industry by helping the home-owner prospect, with little money, to own a home, and gain by it—either selfishly, or unselfishly, depending upon the point of view.

It will not do to wait until the Government steps in. The Government may have to take care of the housing problem if it becomes more acute. But to the big bulk of people, accustomed to individual effort and initiative, the problem ought to be a personal one. After all, they are the Government.

So to thinking executives we say: If there is no way whereby your people can own a home, form one; send to the Government, and study some of the plans which will be sent you on the formation of an organization along the lines of a Building & Loan Association; to manufacturers of building material, follow out the advice of PRINTERS' INK, and show prospective users of your product how much it will cost them to use it, and what proportion of the finished cost of the home it will make; and, if you are anxious to know how money can mount up, over a given period of years, on a typical small cottage, such as workmen require, study the figures below.

It may not be worth while to figure on building at this time, on account of the high prices. It all depends. The Government can not force any one to build a home. A good way to go about it would be to figure whether the excess, as some term it, of building material cost at this time, would justify a person in keeping on renting. To judge from profiteering cases heard about from all sources, the argument would be in favor of building.

Payment. Per Month	10 Years	15 Years	20 Years	25 Years
\$25.....	\$3,954.20	\$6,982.73	\$11,035.65	\$16,459.28
\$26.....	4,112.37	7,262.04	11,427.08	17,117.65
\$27.....	4,270.54	7,541.35	11,918.50	17,776.02
\$28.....	4,428.71	7,820.66	12,359.93	18,434.39
\$29.....	4,586.88	8,099.97	12,801.35	19,092.77
\$30.....	4,745.04	8,379.27	13,242.78	19,751.14
\$31.....	4,903.21	8,658.59	13,684.21	20,409.51
\$32.....	5,061.38	8,937.89	14,125.63	21,067.88
\$33.....	5,219.55	9,217.20	14,567.86	21,726.25
\$34.....	5,377.72	9,496.51	15,008.48	22,384.62
\$35.....	5,535.88	9,775.82	15,449.91	23,042.99

The Nation's Fruit Growers Await Your Message

The fruit crop last year was valued at One Billion Dollars with every indication of larger returns this year. Modern appliances, comforts and methods are being sought by a new generation of buyers. This prosperous market lies open before you.

The American Fruit Grower is their school book for all information and data, and in it they place their confidence. If your business will benefit them in home or commercial life, place it before them in the only direct channel.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher

R. S. McMICHAEL, Eastern Manager
280 Madison Ave., New York City

Advertising Representatives
JOHN M. BRANHAM COMPANY

Chicago
Mallory Bldg.

New York
Brunswick Bldg.

St. Louis
Chemical Bldg.

Detroit
Kresge Bldg.

Atlanta
Candler Bldg.

Ray Ring, Minneapolis

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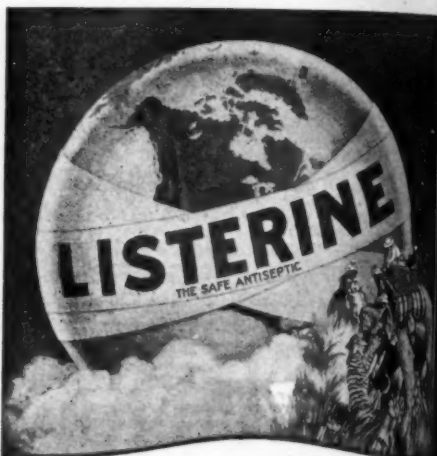
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10,409.51
11,067.88
11,726.25
12,384.62
13,042.99

Collier's

THE NATIONAL WEEKLY

Collier's



LISTERINE is known and used at the ends of the earth as the emergency treatment of wounds. Its valuable antiseptic properties recommend it as a gargle and mouth-wash, as a lotion or douche in matters of personal hygiene. Readily obtainable the world over in the original package.

Manufactured only by
 Listerine Pharmaceutical Company, St. Louis, Mo., U.S.A.

Shown at the many Collier's Weekly and on packages of Listerine prepared for its distribution



More Than a Million a Week

Listerine and Collier's

Listerine national advertising began in 1914.

Collier's has been used every year, and more Listerine advertising has appeared in Collier's than in any other general publication.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52 Year
More Than ~~a~~ Million a ~~Week~~

EVERYBODY WANTS A CAR

The 'Chicago Daily News is read by more people in Chicago and vicinity who own passenger cars and trucks than any other newspaper published in the Middle West. Read regularly by seven out of every nine English speaking adults in this territory, it also reaches an overwhelming majority of those who have not yet bought passenger cars and who should buy trucks.

What Happens When the Consumer Writes the Copy

Many Claim That the Testimonial Appeal Is Still the Most Effective—
Modern Version, Served in De Luxe Style

By W. Livingston Larned

HE picked up the letter in quick surprise, as he noted the odd stamp and the series of eccentric post-marks. This was no ordinary document. Who should write to the firm from far India?

A woman had penned the brief note. She was from England and had settled in Central Province, where toilet luxuries were well nigh out of the question. But friends in London had sent her frequent shipments of a favorite American-made facial cream. Then war put a stop to the English supply. And she had written to the manufacturers direct for it.

That letter was answered with all possible dispatch and every precaution taken to insure the safe arrival of the package of goods. In due time, another faded, travel-worn missive reached the manufacturer. It was as follows:

SAUGOR CLUB, C. P. INDIA.

DEAR SIR:

I received yesterday the Creme Elipsa, which I am most grateful to be able to get again. I have used it since it was first introduced in England, and my skin is really very nice. People out here wonder how I keep my skin so very clear and healthy. Could you not get some agents out here, as ladies are so keen on getting it. I am sure you would have an immense sale, as it only wants one using for ladies to know how really good it is.

Yours faithfully,

R. T. F.

This letter and the moral it pointed, were immediately made into an advertisement, and a very effective and convincing advertisement, too. The illustration carried local atmosphere — elephants, mosques, cool shadows under bay trees and the picturesque native in his characteristic garments. And the letter, exactly as it was received, was reproduced in fac-simile.

This idea is merely a reversion

to original advertising form. It is the modern version of the written testimonial which many experts still claim is the most powerful of all printed appeal.

The text is not the opinion of some copy writer. It is not the view and the claim of the manufacturer. It is unsolicited praise of an article by someone who has actually used it and likes it.

Every business house sooner or later discovers some method of applying this ancient rule. And the advertisement that is either written by the consumer or inspired by him, is, indeed, uncontroversially strong. How many firms and how many advertising managers keep on the alert for these earnest, frank tributes that make sales copy de luxe, when shrewdly dressed and groomed?

A FAKED TESTIMONIAL COULD NOT
COMPARE WITH THIS ONE

Women will read this unassuming little note, received by The International Silver Company and made into an advertisement, with profound respect:

I have six teaspoons of a pattern most quaint and pleasing. They were given me by my husband's mother. She purchased one dozen some forty-odd years ago, and used continually six of them. . . . I saw these teaspoons last Christmas and they were in fine condition. No one could think they had seen such service. I don't know exactly why I have taken time to write you this; I think to prove to you that truth is stranger than fiction, and that Rogers Silverware has no peer. Surely, no other silver, plated silver, could boast of forty years of continual service.

Thus we have an old-fashioned testimonial, couched in graceful, frank language and obviously sincere. Could any piece of straight advertising copy possess equal human interest—equal persuasive power?

It is when such voluntary, un-

solicited letters carry an unconventional atmosphere, that they are at their best. It is the art embellishment that lifts it to rather poetic heights, quite as much as their informality. An ideal of this type is a recent full-page advertisement issued by Procter & Gamble, makers of Ivory Soap. We have visualized for us a scene in a little French village during war days, when American soldiers were billeted there. A doughboy, washing at a wooden trough, has thrown a cake of Ivory into the water and it is floating. The amazed peasants gaze at it in wonderment. Some magazine reader happened to be looking through a Los Angeles newspaper and ran across the following item, sent from overseas and included in a daily department:

In some of the villages where our men are billeted they have community wash troughs. They are several feet long, and about two feet wide, with a partition running down the center. In the morning, our soldiers will wash their hands and faces on one side of the trough while French civilians perform their ablutions on the other.

Private ——— was thus engaged today when his cake of Ivory soap started to slip from a slanting board into the water. A mademoiselle on the other side made a frantic grab and recovered the soap, thinking that it would disappear into the opaque depths of the trough. The soldier deliberately tossed the cake into the water. "Il flotte," screamed mademoiselle, delightedly, unconsciously paraphrasing a well-known advertisement. She had never seen soap behave in that way before.

This clipping was instantly seized upon as a theme for an advertisement. Nor was it patched up, added to and doctored for the purpose. Which brings up a very vital point: such documents, manufactured for the purpose and disguised with quotation marks, are quite as abominable as the others are pleasantly legitimate. Their power lies in their absolute sincerity—their truthfulness.

A READY-MADE OPPORTUNITY FOR THE ADVERTISING ARTIST

The merchandising department of the Rubberset Company made a collection of letters from users of Rubberset shaving brushes that

had reached the office from time to time, and in a conference it was decided to use these as the foundational idea of a series of advertisements. But here again, remarkable local color was automatically supplied. There was no need for imaginary episodes and pictorial stunt exaggeration. This is a sample of the letters in the campaign:

Under separate cover, I am forwarding you one of your Rubberset Badger Hair shaving brushes, purchased by me from Messrs. McMonigale and Rodgers, Middletown, N. Y., about ten or twelve years ago. This brush I have used almost daily during these years in Northern Canada, Mexico, South America, Haiti, San Domingo, Cuba, and elsewhere in the tropics. I have used it fully 3,500 times and it is still on its job.

Respectfully yours,
L. E. VATER.

Imagine what an opportunity is offered the artist, when it comes his time to dress up the advertisement! The bleak Canadian snows, with dog sled and wind blown wastes *vs.* the steaming tropics, with their pith helmets and luxuriant undergrowth. You have the feeling, when you have read the advertisement that Rubberset brushes must be very good brushes, indeed.

Any number of highly successful advertising campaigns have had their origin in the mind of some thoughtful reader who was sufficiently interested to write the factory and set down his or her ideas. And it is a spirit that should be encouraged. It only goes to show how carefully and seriously people read advertisements and that they think in terms of logical salesmanship.

Thousands of ideas for this purpose are submitted by enthusiastic magazine readers to the Colgate Company every year, and its advertising department gives every one of them methodical consideration. A not inconsiderable proportion are illustrated and put into immediate circulation.

In their desire to express gratitude and appreciation, people are inclined to meet the advertiser more than half way. Mothers are particularly energetic in this respect. Thousands upon thousands

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of letters are received from them, inspired by advertising they have read and the goods they have tried.

This is an object lesson to chronic doubters who air the opinion that advertisements are not read. The soldier abroad was not too busy to remember home and the manufacturer. "This ought to make a bully advertisement for you," is the spirit in which letters are sent.

We referred to an Ivory Soap page a moment ago, literally constructed of material forwarded by very earnest persons who had but one thought in so doing—the carrying on of the written message. Procter & Gamble, always willing and eager to present these human documents to the public, is represented in the current magazines by an idea from real life that rises superlatively above ordinary copy.

The original letter, from a doughboy in France, is shown, that there may not be the slightest doubt as to its authenticity.

WITTLICH, GERMANY, JAN. 2, 1919.

ADVERTISING MANAGER, THE PROCTER & GAMBLE CO.

DEAR SIR:

I am sending under separate cover a drawing suitable for an Ivory Soap advertisement. This drawing is based on an occurrence which was too good for me to let slip by. One of the boys got two bars of Ivory in his Christmas box and his attitude and joy in receiving it is by no means exaggerated in the drawing. We were able to get it at a commodity down in the Vosges about three months ago, but we haven't seen any since.

The background of the drawing will picture somewhat the comfort in which the Army of Occupation is now living. Our quarters are in a former seminary and we have all the conveniences of a college dormitory.

Though the drawing is done on the only paper available and not on the usual 36-40 illustration board you are accustomed to see, I am sure it will reproduce well.

Yours very truly,

SGT. GEORGE W. STRAUB.

And a right clever illustration it is, too, despite the handicaps of production. The picture, letter in facsimile and its repetition in large, readable type, makes up the entire page. There seemed to be nothing to add—the story was all told!

The Corona Typewriter Company could easily employ the testimonial form of advertising, season following season, for users of the machine volunteer copy of the most convincing brand. Soldier-correspondents in the very trenches of war; explorers, far from the beaten trails of civilization, ministers in little mountain-sheltered churches, and commercial travelers, who set up offices in Pullman cars, have all in turn written out their adventures in typewriting.

ANOTHER TESTIMONIAL FROM SOLDIERS

Del Monte canned fruits and vegetables managed to get across the bridge of ships and even now are helping feed our boys in the Army of Occupation. Imagine, if you please, a party of these brave lads, scribbling a message on the reverse side of a label and sending it back to the manufacturer. Yet that is exactly what a Captain, two Lieutenants and another officer did, penned in French, just to make it hard.

"This can was enjoyed in the first line trenches," said the label message, "and now send us a full case."

Not so much is to be said for the movie actress who is willing to write out a stereotyped testimonial for anything from chewing gum to hair tonic—for a liberal remuneration. But these are palpably forced and untrustworthy on the face of it. By that we mean, they do not ring true. Someone has gone to Miss Vampire Fluffles and suggested that it would be an excellent idea to say that Smith's Kitchen Cabinets make studio work easier, or that Nosmelly Perfume is responsible for her artistic screen success.

In justice to the public, it has far too much discrimination to take these advertisements very seriously. The advertiser's argument, of course, is primitive. "This Vamp is famous. She is shown in every city and hamlet on the map. Everybody is familiar with her face and her name. If I link up my product with the

little lady, it will make one wall-
loping hit."

There's a question.

Hall Caine may write a glowing tribute to some patent medicine, but the mud-covered doughboy who sends his scrawled, unaffected letter from the trench, or the perfectly sincere mother, with a babe on her knee, who writes from the overflowing fullness of her gratitude, carries far more weight, we are inclined to believe.

The consumer is writing some excellent advertising copy. Here's hoping that he continues the good work. It is a sure sign that advertising is read and trusted and taken at its face value.

Company Changes Name and Product Manufactured

The National Tool and Manufacturing Company, St. Louis, has changed its name to the Bluebird Manufacturing Company.

"Heretofore," W. S. Ireland, president of the company, tells *PRINTERS' INK*, "we have been engaged in the manufacture of tools, gauges, fixtures, motion-picture machines, typewriting machines, specialties and ordnance material. Since the closing of the war we have developed a line of electrical household appliances and henceforward shall devote our efforts exclusively to such products.

"Our line of goods are marketed under the trade-name 'Bluebird,' and the change in our corporate title has been effected to identify us more closely with our product."

Current national advertising of the company is in behalf of Bluebird electric washing machines.

F. L. E. Gauss Returns to Leslie-Judge

Frank L. E. Gauss, who has just resigned as advertising director of *Woman's World*, has been appointed assistant to the president of the Leslie-Judge Company, New York. Mr. Gauss was formerly connected with the Ivan B. Nordhem Company, and before that was president of the Sterling Gum Company. He was at one time with the Leslie-Judge Company as general manager.

Ivan B. Nordhem Buys Out G. G. O'Brien

The painted display and electric sign business of Pittsburgh, which has been owned for many years by G. G. O'Brien, was bought last week by the Ivan B. Nordhem Co.

New Men With Hoyt's Service

David B. Hills, formerly art director of the H. K. McCann Company, New York, has been placed in charge of the art department of Hoyt's Service, Inc., New York. George W. Speyer, formerly in charge of the mechanical department of the Chicago office of the J. Walter Thompson Company, has been engaged as mechanical department manager. Harry L. Jones, recently connected with the Philadelphia office of the Curtis Publishing Company, will represent the Hoyt agency in the Pennsylvania territory.

Samuel W. Meek has been appointed assistant to the president. Mr. Meek, son of the late Samuel W. Meek, formerly treasurer of the New York Times, served in France as captain in the Sixth Regiment, U. S. Marines, and was decorated by the French government with the Croix de Guerre with palm, for bravery at Soissons.

In the Boston office of Hoyt's Service Arthur E. Hobbs has been engaged as assistant to the Boston director. Before joining the Marine Corps, from which he has just received his discharge, he was assistant sales and advertising director of the King Trailer Company, Ann Arbor, Mich.

A. B. C. Convention This Month

The sixth annual convention of the Audit Bureau of Circulations will be held at the Hotel La Salle, Chicago, on June 19 and 20. Divisional committee meetings will be held on the first day and the convention proper will open at 10 A. M. on June 20.

Among the most important topics to be considered is the revision of the by-laws. These new by-laws, if adopted by the convention, will establish the underlying principles on which the bureau will operate in the future. The application of these principles will be based on the Rules and Regulations to be ratified at the meeting of the Board of Directors, to be held immediately following the close of the convention.

Periodical Publishing Company Appoints Managers

Victor B. Baer, recently released from the Service, has been appointed Eastern manager of the Periodical Publishing Company, Grand Rapids, Mich., with offices in New York.

Mr. Baer was at one time advertising manager of the Chicago *Record-Herald*, now the *Herald and Examiner*, prior to that time was for a number of years connected with the organization of Paul Block, Inc.

Sam Leavick, for the last five years advertising manager of the *Cleveland Commercial-Tribune*, has been appointed Southern manager of this company, with offices in Cincinnati.

If you were to ask
most any intelligent Philadelphian
how to make your advertising
do you the most good
in Philadelphia,
the reply undoubtedly would be:
"Put it in The Bulletin."

Dominate Philadelphia

Create maximum impression at one cost
by concentrating in the newspaper "nearly
everybody" reads—

The Bulletin

Net paid average 445,920 *Copies*
for April *a day*

No prize, premium, coupon, or other artificial circulation stimulation
methods have ever been used by "The Bulletin."

Getting Your Proposition Across in Baltimore



Plant of Corkran, Hill & Co., Baltimore packers, one of the finest and most sanitary plants in the world. Just closed one of the largest food campaigns ever conducted in Baltimore—in The NEWS. Armour, Swift, Kingan and Wilson are also NEWS advertisers.

YOUR salesmen will find that Baltimore dealers give ear to the selling proposition backed by a campaign in The Baltimore NEWS. Many an uphill fight to enter this fertile territory has been smoothed into easy grade by the promise of rapid turnover contained in the mere suggestion "—and here is some of the advertising that will appear very soon in The Baltimore NEWS."

Q Not only does the average storekeeper in Baltimore insist that advertising, to sell goods for HIM, must be placed in local newspapers where ALL of his trade may see it, but it's dollars to doughnuts he'll specify ONE paper—The Baltimore NEWS.

Q The NEWS has the largest net paid circulation of any Baltimore daily paper. It was the only Baltimore daily paper to show a gain in circulation for the six months ending March 31, 1919, as compared with the same period a year ago. The NEWS made the largest gain in advertising of any Baltimore paper in April, 1919, as compared with the same month last year. The NEWS carries more display advertising than any other Baltimore paper.

Ask for outline of our practical plan for quick distribution in Baltimore, with a memorandum of the purposes and advantages of your product.

The Baltimore News

Over 100,000 net paid Daily and Sunday

The NEWS carries more display advertising than any other Baltimore newspaper

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a week
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bldg
Chicago

Announcing The Baltimore News

CO-OPERATOR and Retailer

A Periodical for Baltimore retailers in all lines—devoted to the upbuilding and focusing of dealer interest and co-operation on campaigns appearing in The Baltimore NEWS.

Made valuable to the retailer through special articles, features, illustrations, etc., which leaders in their lines will be invited to prepare. There will be no charge to the dealer for this service. No extra charge is made to the advertiser for this additional co-operation.



*Ask for
Further
Details
and Copy
of the
June Issue*

F R E Y

Art is a means of communication. In the hands of great artists, *properly directed*, it can be made to say *anything*. But whether it talks sense or nonsense depends upon the skill and experience with which it is directed. The Frey organization makes art talk *business*, not by any sacrifice of art, but by the expert *direction* of art into business channels. Frey methods have made art an *efficient* ally of business.



CHARLES DANIEL
FREY COMPANY
Advertising Illustrations

104 MICHIGAN AVENUE • SOUTH
CHICAGO

Confessions of an Advertising Agency Space Buyer

"Conscientious Objector" Relates a Few Experiences and Asks the Answer

RIGHT at the start let me say that I am not a Bolshevik. I believe in order and regularity of insertions in buying space for an advertising campaign. I preach it. I would spend my own money that way if I were a manufacturer.

And yet, looking back over the past five years, during which I have contracted for something like \$8,000,000 worth of space in all types of advertising media, I sometimes wonder if we advertising men do not make too much of a fetish out of absolute regularity of insertions in the schedules we plan.

We lay out a campaign and say, "The insertions must appear two times a week—or every three weeks—or every month. Only then will you get the full value of your advertising."

Again, I want to say that I am convinced that such procedure is absolutely safe and sound. But here are some experiences which make me wonder if the value of advertising can be limited by the law we have set up.

Two years ago there came to our agency a certain company which to-day ranks among the leaders in its field.

We knew that the executives of this company were men of large faith in advertising, but their capital in the new undertaking was painfully small. For this reason we debated somewhat amongst us as to whether or not we ought to handle the account. The appropriation available would not, in our opinion, permit of the regularity of insertion and consistent use of large space. The officers of the company agreed also that the copy ought to appear at least every other week. "But," said they, "suppose we go ahead anyway, using the big space as often as we can afford it."

The advertising was commenced in this way. After the second in-

sertion we were told that no more advertising could be run for about six weeks. It then developed that the campaign was to be run on a hand-to-mouth basis. It is not my purpose here to go into the conferences that followed back and forth or to explain why the schedule ran in such an erratic way.

The net of that experience is as follows: Advertisements measuring 900 lines were run in a list of newspapers on a schedule about like this: Jan. 1, Jan. 15, March 11, March 25, June 3, June 17, July 8, July 18, July 30, Sept. 10, Sept. 17, Oct. 22, Nov. 12, Nov. 26, Dec. 10.

Two things will be noticed. The first is that there were several good-sized gaps in the schedule. The other is that there was a total of only fifteen insertions for the year.

Toward the end of the year we sent out a man to call among the trade and see how the product was taking hold.

LACK OF REGULARITY WAS NOT NOTICED

Much to our surprise, we found that the trade in general had the idea that this company was advertising nearly every week. Further, out of over 100 dealers called on, only one or two had noticed any gaps in the flow of advertising.

I might say in this connection that the advertiser did not attempt to bunk the trade in any way with promises of a steady stream of advertising. Neither did he send advance proofs. Instead, he mailed proofs of each advertisement to the trade as it came out together with a simple letter stating where and when the copy was run.

Two other experiences related to this one have marched across my desk.

We handle the account of one very famous house. About two years ago they stopped advertising

entirely for six months for peculiar reasons. Much to my astonishment, the only magazine solicitors who seemed to notice the fact were those who had carried the business. Men from other magazines constantly dropped in to see me about "getting their share of the business" and seemed greatly surprised when I told them that the advertiser had used no space for several months.

Another client—a new advertiser—had to stop short his campaign after advertising only three months. Although he did not use space again for four months, the momentum of the campaign carried on apparently without any hitch. Mind you, I am convinced that his sales would have come along even faster had there been no gap. But honesty compels me to say that, so far as we could see, the gap proved to be no handicap at all.

PUBLIC MEMORY—IS IT LONG OR SHORT?

I was talking the other day with a friend of mine who is a writer. I remarked on the number of stories he had placed recently.

"How many do you think I've sold during the past year?" he asked.

"Well," I replied, "it seems as though I've seen you in C—— at least once a month and, of course, you've been in several other magazines too."

"Everybody thinks I'm making about twice as much as I am," he said. "As a matter of fact I placed just nine stories in all last year. Six of them were in C——. It happens that they did run pretty regularly at four-week intervals."

This writer remarked that people seemed almost always to think that his output was larger than actual figures would show. Stories he had written a couple of years ago would be remarked on as though they were only a few months old.

I have sometimes noticed the same results in advertising—particularly where the copy has been unusually good.

And this leads me to fear that our talk about the public's memory being short is not always as true as it might be.

For instance: we are placing several campaigns in weeklies on an every-other-week basis, and I find that my non-advertising friends very often have the impression that they see the advertising every week. This is particularly true where we use color.

To return to my author friend, he remarked further that if he had several stories appearing simultaneously in different magazines his friends got an impression of the volume of his output out of all proportion to what it really was.

One of my clients some time ago wanted to create quite a stir among the trade by means of circular letters. As his money for the purpose was rather limited, I talked with him frankly along the lines of this article. We had talked about mailing letters at one-week intervals. Instead I suggested a bunching and then an erratic scattering of the letters. The final plan adopted was this: Letter 1—skip one day. Letter 2—skip one day. Letter 3—skip one day. Letter 4—skip three days. Letter 5—skip one day. Letter 6—skip six days. Letter 7—skip six days. Letter 8—skip one day. Letter 9—skip two days. Letter 10—skip six days.

The salesmen on calling after the mailing had been finished reported that the trade remarked on receiving letters either "every day" or "almost every day."

In face of our commonly accepted theories, it seems almost tragic to record such an experience, doesn't it?

DELUSIVE SPACE

Again, the public seems at times to get queer impressions regarding space used.

On one account I have been buying half-pages steadily in the leading weeklies. I have not only found friends crediting this advertiser with page space, but have actually had prominent magazine solicitors speak of the "pages" this advertiser was using.

In this case I think the delusion has been due to large and simple arrangement of the space.

On another account we used 800 lines (200 lines by 4 columns) consistently in newspapers. For some reason unknown to me many in the trade remarked on the "pages" we were using. I expect that an unusually happy disposition of the space was again the cause of the delusion.

My main questions, however, are these:

(1) Are gaps in schedules as dangerous as we commonly believe them to be?

(2) Must schedules be as painfully regular as we now lay them out?

Remember, I am, at heart, for the constant dropping of water on the well known stone. I also believe that order is heaven's first law.

But are people stones, and is heaven's first law always the choice of human beings?

Julian Harris Back in Paris for "Herald"

Julian Harris has sailed from New York for France, to become Paris correspondent of the New York *Herald* and to reorganize its continental news service. Before the war he was editor of the Paris edition of the *Herald*. Since his discharge from the army he has been connected with the paper in New York.

Larned Articles Now in "Printers' Ink"

W. Livingston Larned is now giving all his articles on advertising, art and kindred subjects to **PRINTERS' INK**. He thus becomes a contributing member of the editorial staff. Mr. Larned, however, still retains his connection with the Ethridge Association of Artists.

Burnham With Doremus & Co.

Walter H. Burnham, for many years in the sales and advertising department of the Crompton & Richmond Company, of New York, manufacturer of Crompton "All-Weather" Corduroy, has joined Doremus & Co., advertising agents of the same city, to specialize on textile advertising and merchandising.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Women's Success in Sales and Advertising

THE LAWYERS CO-OPERATIVE PUBLISHING
COMPANY

ROCHESTER, N. Y.

Editor of PRINTERS' INK:

We shall appreciate it if you refer us to three or four recent articles in which the success of women in sales and advertising circles has been discussed.

G. B. BREWER.

PRIENTERS' INK takes pleasure in answering this query which brings up a question of steadily increasing interest among many manufacturers. "Can a woman sell my product?" has been the thought of many a producer, and especially so since our men were called in large numbers to fight, rather than work, for American industry. Let the women themselves reply through their achievements.

Two recent articles deal with women's success in the export business. In the April 3, 1919, issue of *PRINTERS' INK* "An American Saleswoman in Brazil" gives the experience of the writer in competing with French and Japanese representatives in selling a line of American silks; "Be Human and Make More Sales Abroad," in the January 2 issue, tells how an enterprising young woman who is export manager of one of New York's department stores has built up a business that encircles the globe; an article treating of the success of "The Woman Advertiser and Manufacturer" of food products appeared on February 20; "Putting Selling Punch into Refund Letters" deals with a woman's experience in using the refund letter as a medium for promoting new sales—December 19, 1918; "Exactly What Work Can Women Do?" in the issue of April 4, 1918, goes into the subject of women's place in the industrial world generally; "Gillette's New Advertising Drive on 'Service,'" May 9, 1918, shows the place of women demonstrators in selling a man's article; and "A Drug Manufacturer's Experience with 750 Saleswomen" tells

of the success of a firm whose entire sales force is made up of women and whose advertising manager, as well as two of its directors, are of the gentler sex. This article appeared in the issue of March 14, 1918.

All of these articles will be found suggestive for many other kinds of business than those with which the women mentioned are connected.—[Ed. *PRINTERS' INK*.

Plans for Advertising Olive and Peanut Oils

The advertising of Pompeian Olive Oil and Piedmont Peanut Oil, produced by Musher & Co., Baltimore, is now being handled by the Dorland Advertising Agency, New York. "We expect to continue and enlarge our Pompeian publicity campaign," N. Musher, president of the company, tells *PRINTERS' INK*, "regardless of what advertising we continue on Piedmont Peanut Oil."

"We were prompted to commence an advertising campaign on Piedmont Peanut Oil because high-quality, cold pressed peanut oil is an extraordinarily good product and should be used in preference to the refined, chemically treated cottonseed, corn and peanut oils at present on the American market. Therefore we are attempting to introduce Piedmont Peanut Oil, so that the American public will be in a position to differentiate between this high-quality product and other oils which they are now using in very large quantities."

To Advertise "Old Sol" Lights

The Hawthorne Manufacturing Company, of Bridgeport, Conn., manufacturer of the "Old Sol" road lights, and various types of bicycle lights, has placed its advertising account with Rex W. Wadman, Inc., New York.

An intensive business paper campaign will be carried on between now and October, preparatory to a national campaign to appear in the fall.

F. W. Pratt Returns to Goodell-Pratt

F. W. Pratt has received his discharge from the Service, and has returned to the Goodell-Pratt Company, Greenfield, Mass., as assistant to the president. Before entering the Service he was advertising manager of the same company.

Benjamin & Kentnor Add Paper to List

The Benjamin & Kentnor Company, New York and Chicago, has been appointed national advertising representative of the Owensboro, Kentucky, Messenger.



Individuality

To many it conveys a message of good cheer.

To many it stands for pure enjoyment.

To many it is agreeably stimulating.

To many its saneness is refreshing.

To many its aims and policy make an inspiring appeal.

To ALL it is a magazine of practical helpfulness.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

Out of a Labyrinth

THE campaign of The Fairbanks Company is another example of the Advertising of Now.

The Fairbanks Company sells scales, mill, mine and railway supplies, engines and pumps, trucks and wheelbarrows, valves, machine tools, power transmission and automobile service station equipment—many thousand distinct items in all.

Fairbanks Branch Houses operate in 22 leading cities. Each of these Branch Houses is in effect a mechanical supplies department store.

The complications in advertising The Fairbanks Company threatened to be so many, that only an early and firm resolve to "keep it simple" brought the happy solution.

Acting on the advice of the Blackman - Ross Company, The Fairbanks Company now attaches to all items "The Fairbanks Company O. K." This mark appears as a tag, sticker or metal plate.

Thus these widely scattered supplies are brought under one buying mark which lends itself to simple and straightforward advertising.

Blackman-Ross Co

ADVERTISING MADE

The FAIRBANKS Company



SIMPLIFIED BUYING— and how The Fairbanks Company O.K. will help

PROGRESSIVE Purchasing Departments are out today to save time and motion. Instead of buying from many houses they narrow their dealings to the fewest possible sources of supply.

In greater numbers than ever before they turn to The Fairbanks Company. Here they secure nearly all they need in the way of Mill Supplies, Valves, Scales, Engines and Pumps, Trucks and Wheelbarrows, Machine Tools, Transmission.

By centralizing their purchases with The Fairbanks Company, they simplify ordering, bookkeeping and the detail of traffic and receiving departments. But more.

"The Fairbanks Company O.K." comes on every item sold by us.

When you see "The Fairbanks Company O.K." you know that the product it comes on has been approved by The Fairbanks Company as O.K. in design, material and price—that it has our complete endorsement. We stand back of it.

We can meet fully and economically the needs of large and small buyers through our own Branch Houses and through leading dealers scattered over the country.

These businesslike times demand businesslike buying. It will pay you to send or bring a list of your wants to the nearest Fairbanks Branch.

THE FAIRBANKS COMPANY

ADMINISTRATIVE OFFICES: NEW YORK

BRANCH	Birmingham	Chicago	New Orleans	Pittsburg	S. Louis
DEPOT	Boston	Detroit	New York	Pittsburgh	St. Paul
Atlanta	Butte	Harford	Pasadena	Rochester	Union
Baltimore	Buffalo	Heath	Philadelphia	St. Louis	Washington

BARCELONA, CUBA LONDON, ENGLAND GLASGOW, SCOTLAND PARIS, FRANCE

MACHINE TOOLS · MILL SUPPLIES · SCALES
VALVES · TRUCKS & WHEELBARROWS
TRANSMISSION · ENGINES & PUMPS



The Fairbanks Company proposes to make "The Fairbanks Company O. K." one of Industry's biggest guides to satisfactory buying.

Ro Company New York
ADVERTISING MADISON AVE.

Farm Improvements Break All Records

A field man for The Farmer has just completed a thousand-mile auto trip in Southern Minnesota.

Here is part of his report:

"High prices for grain; high prices for live stock; everybody riding in automobiles—no flivvers; more new farm building than I ever saw before; tremendous numbers of silos going up; everybody happy."

This word picture shows vividly the tremendous sales opportunity which exists in the Northwest now. Whether your product is fountain pens or oriental rugs, garden hoes or threshing machines, it can be sold profitably to Northwestern farmers this year.

THE FARMER

A Journal of Agriculture

WEBB PUBLISHING CO., Publishers,
St. Paul, Minnesota.

Eastern Representatives:

WALLACE C. RICHARDSON, Inc.
381 Fourth Ave.,
New York City.



Western Representatives:

STANDARD FARM PAPER, Inc.
1341 Conway Bldg.
Chicago, Ill.

Member Audit Bureau of Circulations

Everybody Advertises in America!

A Leading Directory Discloses 10,177 Advertisers, Advertising Everything from Kiddie-Koops to Labor Unions!

By Burnham McLeary

FIGURE of speech, of course—the title. As a matter of fact, there are still people who *don't* that *should*—and you probably know some of them by name. Then, again, there are a certain few who do that *shouldn't*—and the Vigilance Committee knows most of *them* by name. Seriously, what a distance we have traveled since a certain “Dirty Boy” protested at being scrubbed unceremoniously with a famous soap, and a “Whale,” part black, part white—made motley by a rival brand—turned up his big lugubrious face for sympathy!

No less than 10,177 concerns and individuals listed as “national advertisers” in one of the leading directories! Many of these, to be sure, confine themselves to the newspapers, trade journals or direct-by-mail advertising, but their inclusion in the list means that they have got well beyond their local limits and are marketing their products over an extensive territory.

“10,177,” as Barnum would have said: “Count them—10,177!” Certainly times have changed since, the whale made Soapine famous, and the names of all the national advertisers in America could easily be carried under one’s bonnet!

In those days, you will remember, practically all the venturesome who dared to launch their enterprises on the uncharted seas of advertising lived in the big cities—and were viewed with suspicion. To-day the country is fairly dotted with cities and towns which advertising has put on the map—Kewanee, Kohler and Kokomo, for example. Or, if you prefer them bigger: Waltham, Rochester, Troy, Akron, Dayton, Elgin, Grand Rapids, Battle Creek, Detroit. Indeed, such has been the transformation, one can hardly lay finger on a community of any size in the

United States that does not owe a portion of its population and prosperity to the paths which national advertising has beaten to its doors.

Wherefore, with figures before us more or less indicative of this growth of advertising, it is interesting to interpret them in a casual way, and to comment, here and there, upon the universality of needs which advertising meets.

NATIONAL ADVERTISERS THROUGHOUT THE LAND

In the table accompanying this article are listed the 282 cities and towns of the United States in which, according to the directory referred to, there are national advertisers to the number of four or more. The history of many of these larger cities and towns is completely interwoven with the romance of advertising, and with the telling of their stories romance just begins. Scores of smaller places, arbitrarily excluded from the list for purposes of compactness, are known from one end of the land to the other. It’s the force that unlocks the pocketbook that has brought them this much-desired popularity.

To relate in even a fragmentary way the changes brought about by advertising, and to do it well, is, of course, impossible in the space of a few pages. Every advertising man is familiar with them—and, besides, it’s not to the purpose. What the list does reflect, in a way that is fairly astounding, is the wide diversity of places from which advertising originates, and the fact that the large cities, while serving as centres and clearing-houses for much of this advertising, are, after all, only part of the fabric. To comprehend the entire design one must trace along innumerable threads that go out from the central figures to places far afield.

New England, whence most of the early advertising started, still prepares for the world her characteristic products—and keeps the world informed of their merits. Of the eleven advertisers listed under Attleboro, eight, as might be expected, are in the jewelry business. So, too, with Brockton—eleven out of thirteen are offering to the public shoes, shoe-trees and similar pediments. Gloucester, fisherman by birth, is advertiser by education. Of the nine on the list, seven have fish or fish products for sale, Le Page to the witness-stand. Berkshire cities and towns, endowed with imagination and abundant water-power, believe all the more in keeping their eye on the ball of advertising. Twelve out of sixteen advertisers in Holyoke, for example, think chiefly of how to build sales for paper and the accoutrements of paper-making.

And in New England this sort of thing is not the exception. On the contrary, it is pretty much the rule. One may jump about over the six States almost at random and be startled again and again by the alertness with which New Englanders are forever hitching up in triple harness the streams that come rollicking down from the White or Green Mountains, their own native business brains and the power of advertising.

But the writer is getting too localized. Let's jump to Troy, New York. Twenty-three advertisers here, and practically one out of every two in the city of Troy is interested in supplying the world with fresh collars and shirts. Advertising slogan: "What would Helen say?" Too long in Troy. Next jump, Rochester, the wonder city born of a Kodak. But the Kodak no longer takes in the entire picture. Seven advertisers of men's clothing are numbered among the ninety-and-nine, not to mention others exploiting just about everything from a Kiddie-Koop to a motorcar.

Which, by the way, is just the thing for a spin to Oneida, where a community of craftsmen not only create beautiful silverware, but through the power of adver-

tising make their ware known throughout the world.

Grand Rapids is a good place to buy furniture—and, the writer suspects, a good place to sell it, too. Some advertising man called it the "Furniture Market of the World," and the name stuck. It owes its growth to the happy and well-directed use of the timber growing round about—and to persistent and well-directed advertising.

More recent is the fame of Bay City, Mich., also a product of timber and advertising. Aladdin built a knock-down house up there and advertised it to a world that was smouldering with resentment at the outrageous prices it had to pay for shelter. The house itself, and the way people took to it, surprised even Eliphalet Johnson, who took pains to warn everyone that it "never'd work." Now there are at least two other concerns in Bay City making "homes-all-built"—and heaven alone knows how many people there are in all parts of the country who are living very substantially in these ready-to-wear houses.

FAMED FOR ITS ADVERTISING

Battle Creek found not only health but prosperity in its advertised Postum, Grape-Nuts, Corn Flakes and its famous sanitarium. The list of its national advertisers numbers fourteen, and though not all of them are exploiting breakfast-foods, or even partaking of them, Battle Creek has fair title to being the cereal capital of the world. She doesn't claim all the credit, however. A good part of the responsibility for our breakfast habits she shares with a certain Quaker, of Chicago, Akron and other places, with a certain colored chef up in Minneapolis, and with the creators of many another appetizing breakfast dish prepared in places far removed from Battle Creek.

Detroit is the hub of the motorcar business, but the spokes from the hub lead out to innumerable national advertisers of motorcars, motor-trucks and automobile accessories, in Cleveland, Toledo, Rochester, Syracuse, Pontiac

St. Louis, New York City, Chicago, Indianapolis, Lansing, Alma, Minneapolis, Kenosha, Kokomo—in short, to every place on the civilized globe where wheels are turning.

Akron, Ohio, was once a rubber baby. Now she's bouncing big. She, too, is centre of an industry, but she has no end of independent advertising friends, such as the well-known "U. S. Rubber," of New York City, Hartford and elsewhere; "Fisk," up at Chicopee Falls; "Republic," out at Youngstown, and "McGraw," at East Palestine, Ohio.

NOT OUT OF THE WORLD—THEY ADVERTISE

But while we're surveying these larger symbols of advertising success, here are just a few towns of lesser magnitude that have had fame brought to their doors on the wings of the printed word. There's an advertiser, for example, you may never have heard of, on a lonely island off the coast of Maine (have a notion it's lonely—some of the time, at least). "Deer Island Clams" is the product, and the only reason it's mentioned here is to link it up with the Oyster Growers' Association, Groton, Conn., and to remind the reader that just a few miles from the Gulf of Mexico, on what purports to be an island—Avery Island, Louisiana—"E. McIlhenny" still makes his original Tabasco Sauce for a zest. These three parties ought to get together.

Barre, Vt., is a rock-ribbed place. It has only one national advertiser, according to the directory, but that advertiser, the Barre Quarries and Manufacturers' Association, represents the product that gave the Granite State its name.

Florence, Mass., is as charming a spot as one often comes upon in a ramble over the countryside. You'd never suspect it of producing the most widely advertised toothbrush in America. Nor would you suspect that only a short walk away you would find the great Corticelli silk mills, home of the most famous kitten in the world.

But this little journey on the fourth dimension, first to this well known advertiser, then to that, and then to the other, is a pastime suited to while away all the hours of the twenty-four. No preponderant reason why Big Ben should hail from La Salle, Ill., except for the fact that that's where he first woke up. No logical accounting for the birthplace of the Hoosier Kitchen Cabinet, New Castle, Ind. Or, speaking of Indiana, no inevitable necessity for the making of McCray refrigerators in Kendallville, Indestructo Baggage in Mishawaka, or "Jack Rabbit" cars in Kokomo. Ohio is a fine State, but with coal and oil on every hand, who would have predicted that the bees would have chosen Medina as the place to make Airline Honey, or, for that matter, that Mr. Davey, the tree expert, would have immortalized the town of Kent? There's a reason why Welch chose Westfield, N. Y.; for it's in the heart of the vineyard belt. There's an obvious reason, too, for Poland Springs. But why, the writer wonders, did Fate select Benton Harbor, Mich., for the making of loose-leaf ledgers, why Duluth, Minn., for Klearflax rugs, and why Ontario, Cal., for Hotpoint irons?

When the men who owned and worked among the forests decided that people should build with one or another of their particular kind of trees, the activity in advertising which their decision stimulated was a delight to every publisher. But what a problem it created for the advertising representative!

For instance, there's the Northern Pine Manufacturers' Association up in Minnesota to remember, and the Southern Pine Association way down in Louisiana; the Northern Hemlock and Hardwood Manufacturers' Association in Oshkosh, Wis., and the Southern Cypress Manufacturers' Association in New Orleans; the North Carolina Pine Association in Norfolk, Va., and the Arkansas Soft Pine Bureau out in Little Rock; not to mention a well-known group of lumbermen in San Francisco who proclaim the merits of the

giant redwood, a second group in Oshkosh who bespeak the virtues of the birch, a third in Memphis who argue for cottonwood, walnut, poplar and ash, and a fourth in Seattle who strongly recommend the Douglas fir and the Sitka spruce of the Great Northwest!

When the Sunkist people of California conceived the idea of grading their oranges in accordance with high standards of excellence, and of advertising and marketing them through an exchange, the fruit of their thought, among other things, was that similar ideas sprang full grown from the minds of their fellow orchardists. To-day, not merely oranges are marketed in this very sensible fashion, but lemons, grapefruit, apples, peaches, prunes, apricots, olives—and nuts and raisins. That idea has been responsible for some of the most important advertising accounts on the Pacific Coast.

And now we have traveled the length and breadth of the country, and entirely by accident we have failed to mention Baltimore and Bromo Seltzer, Atlanta and Coca Cola, Olympia and Appleju. We have even neglected to utilize the euphonic possibilities of Kalamazoo, and the fact of the matter is that in commenting on advertising in general we have been altogether too independent—which we like to be.

Worse yet, we have said very little about the purposes for which people advertise, and have entirely passed over the remarkable fact that these are the days when the Salvation Army can advertise doughnuts at a dollar a doughnut and sell 'em, when the Navy sends a demonstrating crew up the Mississippi to carry "life on the sea" to the Middle West, when church and state march arm in arm to the advertising man, and when even the staid old Museum of Natural History, New York City, trots out its star comedian, the Triceratops by name, and proclaims that while this antediluvian monster was in her day as big as an elephant, she nevertheless laid eggs. "Laughable," it adds, "but nevertheless true!"

So the title of this story is ac-

curate *after* all! Everyone in America *does* advertise, one way or another—and practically everyone with a different purpose!

And do we, in turn, peruse these self-same ads and obey them?

Do we! From the moment we open our eyes at the summons of an advertised alarm clock till the moment we draw up the covers let that "puts the world to sleep" we make continuous obeisance to the power of advertising. Our morning plunge we take in an advertised bathtub. An advertised safety-razor cruises over our cheek. We struggle into advertised clothes, lace up advertised shoes, and if any but an advertised collar gets round our neck it's a painful accident. Meanwhile, Nora—symbol of a departed race—broils a rather of bacon over advertised coals in an advertised stove, prepares an advertised breakfast-food in an advertised dish and percolates, in one of the very latest products of advertising, an advertised beverage. Thence to the office to toil and toil with advertised products till late in the day. Evening comes, and with it a spin in a highly advertised motorcar—for to look at the beautiful posters and electric signs. Bedtime at last! Done out, we lay ourselves down on an advertised mattress in an advertised bed, close our bewildered eyes and dream of the advertisements.

CITIES AND TOWNS OF THE UNITED STATES CONTAINING FOUR OR MORE "NATIONAL ADVERTISERS"

NEW ENGLAND STATES

State ²	Total No. States
<i>Maine</i>	
Bangor	7
Old Town	4
Portland	16
All others	29
<i>New Hampshire</i>	
Nashua	6
All others	15
<i>Vermont</i>	
Burlington	7
All others	21

¹Figures from the National Loose Leaf Directory of Advertisers.

²State omitted where no national advertiser is listed thereunder.

(Continued on page 140)



"CAPTAIN KID"

THIS young and joyous imitator of his dad's military valor appears on the June 7th cover of JUDGE.

JUDGE covers are not merely well-drawn and interesting, or pleasing to the eye. What has made them noted and of enduring popularity in print form is their cleverness, their humanness, their faithful depiction of the traits of people.

"Captain Kid" is of a long line of JUDGE covers that have gained and merited fame. And everything in JUDGE is as clever, humorous and entertaining as its noted covers.

One-hundred and eighty-four humorous short stories, satires, pleasantries, skits, jocular paragraphs and items of amusement make up an average issue of JUDGE. Fifty-four of them are illustrated.

The wealth of cheerful reading matter and laugh-provoking pictures are brought to JUDGE'S readers from the pens and brushes of the leading humorists and artists of the world.

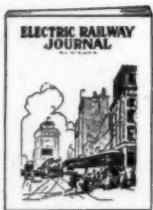
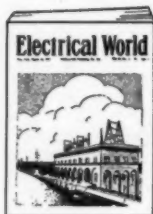
There is a chuckle in every line in JUDGE, as would be attested to by any of the readers of the 225,000 copies of JUDGE circulated every week.

Judge

"The Happy Medium"

L. D. FERNALD,
ADVERTISING DIRECTOR

New York—Boston
Chicago—Seattle

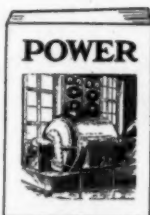


*Think of them
as a Unit*

A NEW and important selective sales medium has been born. It is the McGraw-Hill group, a publication made up of ten publications, reaching the most influential men in the five great fields of engineering.

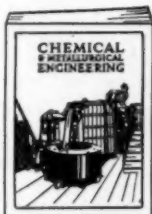
McGRAW-HILL

10th Ave. at 36th St.



*Buy them
as a Group*

THE circulation of this international medium is more than 181,000. Where else can a national advertiser find a circulation of this size with so high a purchasing power and so low a percentage of waste?



HILL COMPANY, Inc.

New York

Signs with Solid Letters of Light

OPLEX signs stand out in the darkness—clear-cut letters of light—no broken outlines. They have greatest reading distance, most striking effect.

In the daytime they are almost as forceful—raised, white letters on a dark background. They are the only signs combining maximum day and night display.

Oplex signs will tie your national advertising to your dealers' doors. Your trademark can be perfectly reproduced in raised Oplex characters, or perhaps your package can be shown in natural colors.

Tell us something of your needs so that we can send you a sketch as a suggestion.

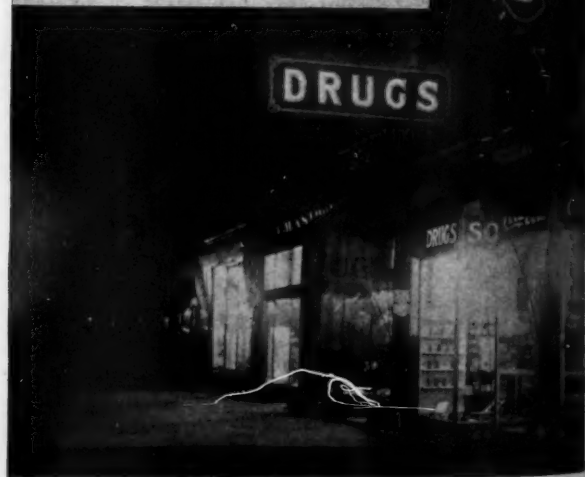
The Flexlume Sign Co.,

Pacific Coast Distributors:
Electrical Products Corp.
Los Angeles, Cal.

1430-46 Niagara St.
Buffalo, N. Y.

Canadian Distributors:
The Flexlume Sign Co. Ltd.
Toronto, Can.

THE BELL
CLOAKS
SUITS



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Adver

Canadian Papers Carry National Airplane Advertising

Would-Be Aviators Are Buying Five Planes a Day

By Harold C. Lowrey

AIRPLANE advertising may possibly become a serious competitor of automobile advertising at no distant date. The rapid strides this coming industry has made during the past few years is indicative of the progress it will make in the next few years. The impetus given it by the war will carry it quite a way through the experimental stage. The mechanical progress is now far enough in advance of the public's desire to fly to make it necessary to educate new customers and to develop new markets for planes.

The sudden discontinuance of purchases for military purposes cut off the market for airplanes at one stroke. Before airplanes become popular commercially or as a pleasure or sporting proposition it will be necessary to educate the public to the new conditions. Generally speaking commercial aviation is at the mercy of mechanical experimentation, and the difficulty of rapid manufacture. So far airplane advertising has been of a casual character limited to a few insertions in connection with aero shows or special announcements. There has been no serious effort to develop a market for planes among the common people or as a commercial enterprise.

It has remained for a Toronto man, F. G. Ericson, to advertise airplanes in a national way in an honest-to-goodness endeavor to sell them as any other manufacturer would sell his product. Mr. Ericson is fortunate in having 500 planes ready for delivery, which enables him to make shipment or delivery within twenty-four hours of sale. In fact, these machines are being sold on an "over the counter" basis at the rate of five a day.

Advertising is playing a big part

in accomplishing this result. The papers in seven Canadian cities are carrying a regular schedule of advertisements. This is a "feeler" campaign to test out in advance of the larger and more extensive campaign which is now ready to follow. The latter will

Canadian Training Planes

\$2000.

CANADIAN FLYING CLUBS are being organized in the leading cities. Are the Pilots of your locality in the game?

Our Canadian J. N. Planes used by the Royal Air Force make quick action possible—and imperative. The supply is limited.

Special offer to Clubs. Full information may be had from

F. G. ERICSON,
120 King St. E. Toronto

Going again.

A FORERUNNER, PERHAPS, OF BIG AIR-PLANE ADVERTISING CAMPAIGNS

run in both the United States and Canada and contracts for this campaign are now let. E. O. Manchec, of the Desbarats Advertising Agency, Toronto, has made a study of aeronautics and is preparing the advertising for this pioneering account.

The possibilities in the airplane industry are big enough to tease any adman's ambition. It is a virgin field that is fast ripening

for the harvest. First there is the sporting end of it—aviation meets, races, etc. Col. Bishop, the famous Canadian aviator, has offered a cup for flying between Toronto and Atlantic City. This is but the first of many that will be offered. The London *Daily Mail's* prize for the trans-Atlantic flight is still another inducement for the young bloods to take up flying. All of these meets and races will produce advertising when the advertising fraternity wakes up to the fact that aviation is evolving from a Hun-defeating state into that of being of service in civil and commercial life.

This is the future that F. G. Ericson and E. O. Manchee see in the airplane. It is now possible for readers of Canadian newspapers to answer an advertisement to-day, drop the letter in a rural route box and have an airplane shipped them all in the span of one working day. Or if they prefer it, they can crank the Lizzie, slip into town and buy a plane over the counter for the modest sum of \$2,000 and take it home with them. Sounds like fiction, but the sales are averaging more than five a day.

The campaign must necessarily be somewhat experimental in its line of appeal. The location of the market must be discovered and the character of the customers determined. The attitude of the Government is a present consideration and legislative action must be anticipated. Prejudice, incredulity, fear, etc., all have a counteracting influence which must be met and overcome. The public must be educated to the thought of traveling by the air route just as they were educated to travel by "horseless carriages." Then after this has been accomplished the real work of selling begins. A man must be an aviator before he can use his plane. That means a course of training and much time to graduate. But still they buy.

Louis Glaser has been released from the navy, where he was an ensign. He was formerly connected with Doremus & Co., New York.

Unconsciously, He Boosts Advertising

Director Krusen, of the Department of Public Health of Philadelphia, has issued a warning against the danger of contracting anthrax from infected shaving brushes.

"Any brush found in the market which does not bear the trade-mark of the manufacturer should be regarded with suspicion and should be returned to the store or disinfected," says Dr. Krusen. "It would be impossible for the health department to inspect the many places where shaving brushes are sold for the purpose of inspection. We are, therefore, asking for the co-operation of every dealer to combat any spread of anthrax by causing brushes not guaranteed by the maker to be sterilized."

This is another evidence of the responsibility to the public which a manufacturer assumes when he begins to advertise his product. The owner of a well-known trade-mark for shaving brushes becomes a guardian of health, because his trade-mark is a guarantee.

Advertising Golfers Hold First Tournament

At the opening tournament of the Western Advertising Golfers' Association in Chicago, last week, Arthur E. Low romped home with a card of 37. For 27 holes he had a total of 121, thus winning the prize for low gross. L. W. Ellis, of Cleveland, a guest of the association, won low net prize for 27 holes with a card of 136-18-118.

The Western Advertising Golfers' Association is made up of Chicago advertising managers, newspaper representatives and other advertising men.

Another Campaign in Canada for Airplanes

A second advertising campaign has been started in Canadian newspapers for airplanes. The British & Colonial Aeroplane Company, Limited, Filton, Bristol, England, is advertising the "Bristol" Pullman Aero Car. This plane can be adapted to both business and pleasure uses, and has a speed of 120 miles an hour, reads the ad.

Another company, the International Aerial Transport, Limited, advertises flying instruction, passenger carrying and exhibition flights.

A. B. Taylor in Agency Work

A. B. Taylor, formerly sales manager of the H. W. Gossard Company, Inc., and more recently with the Cameron & Co., has joined the Charles F. W. Nichols Advertising Company, of Chicago. Other additions to this agency are J. P. Kerrott, in the copy department, and D. E. Caesar, who has just returned from overseas army service.

Giving the Sales Department Jurisdiction Over Errors

Less Opportunity for Overlooking the Complaint and a Check Is Afforded on Those Making the Errors

By A. H. Deute

THERE is a certain school of newspaper writers who claim that the whole story should be told briefly in the first paragraph and then that which follows should elaborate. Working on that theory, our first paragraph would read something like this:

For several years a certain factory grew steadily. Then it came to the slowing-down place. Extra hard sales efforts seemed just so much wasted energy because sales did not come the way they should. Then followed a careful investigation, and it was found that the trouble lay not in the selling methods but in the method of keeping customers.

It was found that, after all, the order is an effect, not a cause. Investigation showed that the turnover on customers was high, that not enough were made permanent buyers, that for some reason or other dealers stopped buying and salesmen lost customers.

This particular factory had a tremendous number of small customers. Its sales did not run into large figures per customer because the nature of the business was such that its volume was necessarily made up of a great number of comparatively small orders.

Out of this entire list of customers a hundred more or less made no visible difference, but in the aggregate, while it was hard to lay a finger on the particular loss, still the whole lot, added together, made a very big hole in the volume.

With the house combing the territory hard for business and every man being called upon, so far as could be noticed on an ordinary inspection, the sales department decided that the increase in business must come through intensifying and through the elimination

of poor methods which permitted accounts to drop out.

The first move was to get from each ledger clerk a list each month of all dealers who had failed to buy covering a period of sixty days.

CAN'T COVER UP ERRORS UNDER THE NEW PLAN

To each one of these dealers a personal letter was written and a copy sent to the salesman. This in itself was nothing new, but the house made it a point to see that the salesman was notified that the dealer was being written to and the salesman was instructed to take the carbon copy of the letter to the dealer and when he called have it handy and bring it out and discuss it with the dealer. Then, in case the dealer had not answered it, the salesman could often get some expression from the dealer, and in case he was not able to revive the account, then he could write in to the house and probably let in some light on the subject.

In that way every dealer was followed up until he either became a buyer again or was definitely dropped for some certain reason.

The next step was the classification of errors and complaints. During former times, when the house was growing so fast that volume seemed to take care of itself, complaints were looked upon as a sort of a painful but necessary evil to be avoided and dodged whenever possible. The various departments went on the theory that if a complaint was ignored for about so long the complainer would forget about it.

Now, the letters which went out to dealers who stopped buying developed many cases where an originally small complaint had re-

mained unanswered and had resulted in a dealer being lost.

The sales department took the stand that inasmuch as it was its business to get orders, then, naturally, it was its duty to see that every customer was properly treated and complaints were promptly taken care of. It argued that just merely canvassing the dealer with feverish energy was not enough, that calling on the trade regularly was not enough, but that, on the other hand, keeping the dealer in the proper frame of mind was what really counted. The sales manager claimed that it was the business of the sales department to keep every customer in a buying mood, and to that end that department should have first-hand information not only on all complaints made by customers but should be in position to follow up the disposition of every complaint.

Under the old method, if a mistake had been made in the shipping department, the complaint went there; if the complaint was due to an error in the accounting department, the letter went to that department, and so on. The mail was opened by a girl who did nothing else and distributed by her to the various departments. It is human nature to take less personal interest in complaints which come direct to the man who caused them and can be adjusted by him without anyone higher up knowing about them.

On that account duplicate sheets of paper, about six by ten inches, were prepared. They were printed to tell what they were for and had room for three notations. First, notation by the sales manager as to suggested action; second, room for memoranda by the department taking care of the complaint, and, finally, a space for notations by the sales department on the return of the records to that department.

When a letter was received which had to do with a complaint of any kind that letter was pasted on the red complaint-sheets, and no matter to which department the complaint had to go for ad-

justment, it was first of all sent to the sales department. That department made the first notations, suggesting what should be done. The sales manager removed the second copy of the red complaint-sheet, which remained in his file, while the original complaint-sheet and the letter went to the proper department for adjustment.

In the meanwhile the second complaint-slip remained before the sales manager as a memorandum that the complaint had not yet been properly adjusted.

As soon as the complaint was attended to, the original complaint-letter, together with data covering exactly what had been done, was returned to the sales manager and he was then able to determine whether or not the matter called for a final letter to the dealer. In any case, a brief outline of the complaint and the adjustment made was then forwarded to the salesman on the territory, so that when next he called on that dealer he had all information at hand and could talk intelligently, should occasion demand.

THE GOOD THE SYSTEM ACCOMPLISHED

By making all this "fuss" over each complaint two things were assured. In the first place, the dealer was certain to get a prompt reply and a complete reply, and in case the sales manager did not think that the particular department had covered the case fully enough he had an opportunity to write a second letter to the dealer or take such other action as might be deemed necessary to keep the dealer in line. Secondly, the "smoking-out" system which brought every complaint very much to light and kept it constantly before the proper persons, made it a lot easier to get a complaint adjusted promptly than to let it lie around and grow cold.

Unless there be some sort of plan of this kind there is grave danger that a house will grow calloused and careless. When a firm gets to a certain point its chief executives are often inclined to

648,000 LINES GAINED IN MAY

BY THE

Baltimore Sun

**Makes the Average Advertising Gain
for the Five Months of 1919 Well Above
a Half Million Lines Each Month**

¶ Almost all good newspapers are making advertising gains these busy days, but few can show such large and continuous growth as The Baltimore Sun.

¶ The gain of The Morning, Evening and Sunday Sun (3 issues) in May is again greater than the five issues of the other Baltimore papers. The three Sunpapers again in May published more paid advertising than all other Baltimore newspapers combined.

¶ *Each issue of The Baltimore Sun, Morning, Evening and Sunday, continues to maintain undisputed, advertising leadership in its field.*

¶ The Baltimore Sun in the five months of 1919 published almost as much advertising as its total for the 12 months of 1914, five years ago. 12 months of 1914, 10,491,000 lines; five months of 1919, 10,215,000.

***The success of the Sun reflects the
success of Sun advertisers***



Keeping 'Close



NO farm paper in the world is written and edited "closer to the farmer" than Farm Life. Spencer, Indiana, the place of publication, is a typical farm center—the county seat of a thoroughly agricultural county.

George Weymouth, the editorial chief of Farm Life, is a farmer himself. He operates a 125 acre farm just outside of Spencer, and attends all the meetings of farmers held in and about Spencer. Hundreds of the best articles in Farm Life are suggested by these discussions—by this bare-handed grappling with real farm problems.

And the contributors to Farm Life are selected because

SPENCER, IND. Farm



se to the Farmer”

they, too, are close to the farmer. No shopworn hack stuff finds its way into Farm Life's columns.

Farm Life's articles are *real*. They are based on the real interests of real farmers everywhere. And so much a part of American farm life is the Farm Life editorial organization that it instantly feels any shift, in the interests of the farmer.

The picture of Spencer, Indiana, shown here is suggestive of the rich, prosperous and real farm life from which the publication draws its inspiration. The arrow indicates the Farm Life plant.

THE JOHN M. BRANHAM COMPANY, Special Representatives
 New York Chicago Detroit St. Louis Atlanta

The July Issue Closes June 16

Life

let up a little and to take less personal interest in each minor complaint. There is often a tendency to feel that the house has become a big house and that it can't afford to waste time on little, trivial complaints. There comes what you might call a bored indifference. Complaints which once were taken right home and given prompt attention are apt to be looked upon as just another one in a series of complaints which are too trivial to require attention.

I recall a certain manufacturing department which, after several years of good work, began to acquire an indifference toward complaints and suggestions. It took the stand that inasmuch as it had spent some twenty-five years developing its methods, those methods were just about bound to be right, and that it was a mistake to wear out one's energy and patience trying to cater to the whims of the exceptions. Theoretically, there may have been some grounds for such an argument, but in practice it simply resulted in studied indifference to the requirements of the trade, and it was not long until the line fell into a rut entirely through bored indifference. It was purely a case of dry rot in the manufacturing department.

That very superintendent, in his younger days, had studiously taken to heart every complaint, whether real or fancied, and had built up a wonderful system by "keeping his ear to the ground."

In another institution a credit manager, who for many years had been a wonderful student of retailers' requirements and weaknesses and whose department had actually proven a business-getter through its unfailing politeness and apparent fairness, gradually acquired a feeling of the bigness and importance of his firm and developed the attitude that the world was full of a lot of petty cranks, and acted accordingly. It was not long before this once splendid credit department began losing customers for the house, but, on account of its previous splendid work, it took a long time

and a lot of lost customers to wake the board of directors up to real conditions.

And sales departments are no less infallible. It is a common thing to find a first-class sales organization develop a sense of over-confidence, a feeling that the trade needs its goods and has to buy them, and old-time salesmen acquire a feeling that the territory is properly lined up and the real work is done. And when the business slows up everything is blamed but the real cause, and the business drifts along from bad to worse until one day the men whose capital is invested wake up and decide that a lot of new blood is needed. And generally they are right, only they are a little late.

Campaign for "None-Such" Food Products

The Thomas M. Bowers advertising agency, Chicago, have added the advertising account of the McNeil-Higgins Company, of that city, and will place a campaign advertising "None-Such" food products.

This agency has also secured the advertising account of Messenger & Paris, cornice manufacturers, of Aurora, Ill., and will create a national campaign in behalf of that product. Farm papers will be among the mediums used.

Detroit Men Form Foreign Trading Company

The United States Maritime and Development Company, Detroit, has been formed by Detroit business men, for the purpose of promoting foreign trade. It is capitalized at \$600,000.

Officers of the company are: C. W. Harrah, president; R. McN. Kerr, vice-president; Thomas Welch, treasurer; L. H. Paddock, temporary secretary.

State Poster Association 25 Years Old

The Pennsylvania Poster Advertising Association is observing the twenty-fifth anniversary of its organization this week. The association was organized in Reading and it is in this city that the Silver Jubilee is being held.

Mathews Representing Middletown "Press"

The Julius Mathews Special Agency has taken over the representation of the Middletown, Conn., Press.

Making the Ad-Theme Fit the Publication

It Is a Laborious Task to Cut a New Piece of Cloth for Dozens of Suits, but That Seems to Be the Correct Method If a Full Measure of Reader-Interest Is Secured

By A. L. Townsend

"MAKING up the List" is a diverting form of mental gymnastics.

There are many perfected methods of arriving at the right answer, some exceedingly complex, and others past all understanding.

In one advertising department, the chief has invented a huge wall-map. There is a red heart in the centre of it and the article to be exploited is fastened there. (The plant manufactures more than two dozen lines.)

Leading off from this red heart there are vivid carmine lines, terminating in arrows. And each arrow points to a class of buyer, possible markets, the ultimate consumer, in all his gradations of temperament and social position.

"To whom can we sell this product?" is the standing query. The chart proceeds to answer the question. Opposite each arrow, indicating a market, are pasted little two-inch wide reproductions of the publications that serve that particular class of prospect.

It is an impressive chart and one that minimizes the difficulties of "making up the list."

This advertiser assumes that no one type of publication should monopolize the appropriation. It would be poor business, indeed, to say, arbitrarily: "This magazine or that magazine covers the field we wish to reach. We will concentrate on it." New avenues of appeal and new markets should be constantly developed. It is scarcely fair to assume that any one publication, however popular, can hope to dominate the buying habits of a people. A man may hungrily devour the stories and articles in one magazine, yet become sentimentally attached to the very feel and substance and spirit of a smaller publication.

One becomes almost a part of him; the other is a business-like habit. There is undeniable psychology in the attitude of reader to magazine. Some classes hold some publications very near and dear to them and anything in those publications quite properly receives added consideration. In a sense, it is the old story of the small home-town newspaper and the big city daily. A man living in New York will have added zest for "the little sheet from home," despite his present environment and the primitive character of a four-page country daily.

It is an era of specialization in magazine making.

The "favorite magazine" is the one that fits in with the work or the habits or the sport or the temperament of the reader. And he has a soft spot in his heart for his choice. That is the one he keeps handy and nurses along and picks up when everything else fails to hold his fancy. It is natural that he should be in a receptive state of mind when he reads it.

PREPARATORY HELP AFFORDED BY CHART

The chart we have mentioned above is distinguished by one other virtue. It has zones of financial rating. It clearly establishes the incomes of these various classes of readers. It plots out the occupations and the local industries.

When it is planned to advertise a certain line, the actual article is placed in the red heart as Exhibit One. There it is—the thing they have to sell. Where can it be sold and to whom? And what type of appeal must be used?

The chart has developed one significant fact—namely, that there is no such thing as creating a

single piece of copy for all prospects. It is the wrong and the lazy slant.

The sales manager of the firm made this important remark:

"We do not underestimate the sweeping importance of certain national mediums, but we do appreciate the wisdom of trying out certain little areas of trade. I have been a salesman back of the counter. And I never found one line of talk that would serve for

There is nothing a real boy wants more than a Daylo



"Zip! There he is!"

The boys know where mother kept them—her two Daylo's—one on the clock shelf and the other under her pillow. (Quote—the light that says—"There it is!")

Dad says it's a question who uses those handy lights the most, the youngsters or the grown-ups. But all agree that the hundred and one day and night calls for emergency lights have made Daylo an indispensable part of the home equipment for the indoors and out.



BOY COPY, FOR JUVENILE PUBLICATIONS

everyone who came in the store. In one case it would be economy, in another thrift or comfort or luxury. Sometimes I got along better when I dipped down into a man's pet hobby—golf or tennis or hunting or fishing, and mixed that with salesmanship. So we find it is with advertising copy and design. Of course, this does not apply to every line of merchandise: There are articles that require no classification. Nevertheless, I am gradually coming around to the belief that where a long list of publications is used, their readers and the peculiarities of the field, should be shrewdly studied."

Magazine representatives often have an exceedingly difficult time

in demonstrating the peculiar value of their mediums. There are so many magazines and their specific appeals are so diversified. "Oh, I can get all kinds of readers if I go into such-and-such a publication," is the usual come-back. As a matter of fact, there are worthy mediums that deserve to be on lists, not because of large circulations, but because of the quality or the directness of their following. They are commercial "trailers" that make it possible to carry just so much more business.

We are forced to the conclusion that their problem is one of frank ignorance on the part of certain space buyers, who have never really taken the trouble to study what the magazines really represent and by whom read. Then again, it means an unbelievable amount of labor to plan specific drawings and copy for an aggressive list. It is much easier to produce one illustration and one piece of copy and use it universally throughout a list, than to sit down and plan special advertising, loyal to the individual members of a long, long list.

If you can afford to do this, it is obviously better. Not all appropriations can bear the burden and not every product, as we have said before, makes it absolutely necessary.

Suppose we take a food product and see how it works out. One piece of institutional copy might be arranged that would tell its story well in a woman's publication, in a factory magazine, in a sporting paper and in a children's magazine. The larger campaigns seldom attempt this. They know that response comes in proportion to the directness of the appeal.

For lovers of the big outdoors, a camper will be pictured, enjoying the food product in his own atmosphere and under the identical circumstances he would meet; the boys' magazine would visualize the lad off through the hills and valleys on his bike, and timed lunch as part of the equipment; the housewife sees her luncheon made a success, and the factory

reader is given a hint that here is a solution of the full-dinner pail problem. And so it might be continued indefinitely.

That the basic idea is an efficient one is evidenced by the ever-increasing tendency to go to this extra effort. It is becoming quite the order of the day. And so extensive are the essential operations that it is often necessary to keep one entire staff busy on a single large account.

Firestone, Goodrich, General Electric, Westinghouse, and like houses are automatically compelled to practice this method. Their production plants are really cities of merchandise, and the appeal—trade publications in particular—is a matter of trades and classes.

Has the average advertiser quite realized the import of this diversity of copy?

Is he still too prone to make a few pieces of copy cover all fields and all audiences? Does he ship electros to Florida that are filled with Big City atmosphere and are therefore out of place and out of tune with the community they are supposed to reach?

THE DIVERSITY OF THE DAYLO CAMPAIGN

There is considerable interest attached to watching how the scheme works out. It may be illustrated by clipping a month's advertising issued by The American Ever-Ready Works, for Daylo pocket flash lamp.

The campaign is a broadly comprehensive one and the list covers almost every market. Yet no two of the appeals are the same. Special copy and special illustrations have been created for each prospect.

We find the factory magazine with its view of two workmen, in a dim corner, under a machine. They are locating some mechanical break-down with a Daylo. And the copy is written to appeal only to the machinist and the bench hand and the textile hand. It is couched in his language and discusses his problems—the ones he faces every working hour.

Magazines such as *St. Nicholas*, carry little human, home-flavored incidents—two excited youngsters with a Daylo trying to locate a mouse under the dresser. It is "boy talk" from beginning to end.

On the other hand, in a publication read by boy scouts, the type of approach is entirely different. "Catching night crawlers with a Daylo. When you want to go fishing, it's no fun to dig up half an acre of hard ground and only get a measly handful of undersized worms. With a Daylo, any boy can get as many as he wants—in a few minutes—big, fat, wriggling bass catchers—at night—in the grass on a wet lawn. Daylo locates 'em, all stretched out, ready to grab, if your eye and hand are quick enough—before they snap back in their holes. Worm-hunting is only one of the thousand uses every youngster fisherman finds for Daylo."

Then, next month, it will be another equally human and equally direct argument.

For automobile journals there is an entirely different slant. The man who drives his own car, the chauffeur and the truck driver, have met at the counter of an accessory shop. They are discussing the merits of the flash for their individual needs. "As necessary as a monkey wrench or oil can," the copy starts off, and every line of it is in the vernacular.

Women's publications — "Take the Daylo and bring up a jar of raspberries," "That bread's most done;" "Go up in the garret and look—don't take matches;" "It's among that pile of papers in the cubbyhole" — these reasons-why would never do for the machinist or the small boy, would they?

What fisherman, who has fraternal interest in his outdoor magazine, could resist the temptation to bide a wee with the advertisement that shows the lure of the mangrove snapper at night and the flash that squints along shore? What hunter would not be interested in the illustration of a man inspecting traps, dead falls and snares at night, with his trusty Daylo?

Nor is this a summing up of all the ramifications of the Daylo specialized advertising. It branches out into many other mediums, for each and every one of which individual copy and illustrations are prepared.

To interest a man, talk his hobby.

To gain his attention, discuss things in which he is personally interested.

The rule is as old as the hills, as old as human nature itself. The advertisement that adapts itself to the temperamental peculiarities and characteristics of its market, has a running start on its neighbor ad, of more general-ized makeup.

And the day is fast approaching when this cash-value idea will dominate all advertising, however much extra trouble it may mean.

"When in Rome, do as the Romans do."

When talking to a housewife or a sportsman or a small boy or a business man or a mechanic, talk to them in their own language. We are polyglot in our likes and dislikes, our habits and our buying moods.

And most of us speak only one tongue.

Mayor Ole Hanson's Remedies for Industrial Unrest

IN your business, there are but three elements of success. First, well-paid labor. Second, equally well paid administration. Third, equally well paid capital. Capital must receive a reasonable reward or it shrinks into hiding. Administration heads must be well paid or they use interest and initiative in efficiency. Labor must be satisfied—must have good living conditions and must receive the highest possible remuneration. Dark, noisome factories must be torn down and replaced by new buildings so that the sunlight of heaven pours in on the worker

for his eyesight must be saved. His life must be protected by every possible safety device. His food and his housing conditions must be such that when he comes to his toil, he must be able to work. His children must be well fed and clothed and well educated. The workman must feel an interest in the success of the enterprise by which he is employed. By fair, square dealing between the employer and the worker, Bolshevism is destroyed.

"You must go more than half way in meeting the demands of labor. You must be more than fair now for so many have been unfair and selfish in the past. Labor is entitled to more than it received prior to the war, because the cost of living is so very much higher. In many parts of this country, labor did not receive sufficient to live in decency and comfort and rear their children as children should be reared."

In speaking at the dinner which closed a three-day session of the twenty-fourth annual meeting of the National Association of Manufacturers at the Waldorf-Astoria, New York, Mayor Ole Hanson, of Seattle, thus made it clear to the manufacturers assembled there that he is not any more in favor of autocracy in industry than he is of Bolshevism. He also said that vast numbers of Bolsheviks, dissatisfied with conditions in Russia, their own stronghold, are seeking our shores where they would try propaganda to attain their ends, and declared that the stoutest bulwarks against them in America were our own organized labor unions.

Mayor Hanson's speech in reference to labor unions as a bulwark against Bolshevism, was in direct opposition to certain other proceedings at the convention, notably Mr. Leland's remarks from the floor attacking union labor, and President Mason's speech for the repeal of the La Follette Seaman's Law, which was described by a metropolitan newspaper as "refreshing, though reactionary."

(No. 2—Save the Series)

267.6 Miles of Film for One Picture.

One of the largest textile specialty manufacturers in the United States, a National Advertiser, had a big story to tell the world—

An Institutional Story—

A Manufacturing Story—

A Welfare Story—

So the Universal made nine thousand (9,000) feet of negative, which will be shown in three pictures of three reels each. As soon as released I will publish the name of the advertiser.

It is really one great big story, but too long to tell at one showing. To get it before the people of the world the Universal will make

One Hundred and Fifty-six Prints for Distribution.

72 Prints (9,000 feet each) will go to 72 selected Universal Exchanges. Any employing concern in these 72 districts can get these prints to show to his employees in his own plant—without charge.

48 Prints (same length) will go to 48 Colleges and State Universities—which have distributing outlets.

36 Prints (same length) with foreign titles, will be used from Bangkok to Bering Straits.

The World Awaits YOUR Message.

Let me tell you how to tell it in the only big, the only complete, the most impressive way. Let me show you Organization Pictures I have made for others.

Let me arrange to show any Organization Pictures you now have on a circuit of Industrial Plants. Let me tell you some of the big things impending in the Motion Picture field. LET ME HEAR FROM YOU.



UNIVERSAL FILM MANUFACTURING COMPANY

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe
Studios and Laboratories—Universal City, Cal., Fort Lee, N.J.

Offices: 1600 Broadway New York

The Head of The Marines



HEADQUARTERS U. S. MARINE CORPS.
COMMANDANT'S OFFICE,
WASHINGTON.

April 26, 1919.

My dear Mr. Parker:

Just a line of congratulation on the wonderful war paintings now running in the Ladies Home Journal. I think Schoonover's conception of the capture of machine guns in Belleau Wood by U. S. Marines is remarkably clever, and I have heard Marines who were in that fighting say that the painting is so true to life it might have been painted on the spot during the action.

Sincerely,

George B. Smith

Major General Commandant.

Thousands of copies of

*The Ladies'
Home Journal's
Remarkable
Souvenir Pictures
of the War*

are being framed and hung in American homes by the men who took part in the events which they so vividly portray. In each issue there are four paintings carefully studied and skillfully painted from data furnished by actual combatants, so that each picture might have been, as General Barnett says, "painted on the spot during the action." They are reproduced in all the beautiful colors of the originals. Privates and officers are accepting these pictures as the authoritative pictorial records of the actual fighting.

THE CURTIS PUBLISHING COMPANY

Philadelphia, June, 1919



Advertising art, as we see it, comprehends more than the illustration itself—important as that actually is.

White space, type and picture must be in perfect accord; and the whole fairly breathe salesmanship.

The W. O. Floing organization first studies the plans and policies decided upon, in advance of its coming, by the agency and advertiser.

Then it proceeds with the development of advertising art calculated to assist materially in bringing those plans to a successful conclusion.

WILFRED O. FLOING COMPANY
CHICAGO

The Status of Private Flags in Trade-Marking

A Decision That Clears Up Obscure Points in the Use of Especially Appropriated Flags

Special Washington Correspondence

THE flag of the United States may not be registered as a trade-mark. This fact seems to have made a number of advertisers all the more keen for the use in this capacity of private flags. As a result, there recently came to the court of last resort at Washington an interesting test case that in the disposition, has served to clear up several obscure points with respect to the use of flags as trade-marks. This contest was between the Alaska Packers' Association and Getz Brothers & Co. It indicates the extent to which a producer of branded specialties may monopolize the flag idea in a given field of trade.

For years, the Alaska Packers' Association has been striving to pre-empt, as a pioneer, the plan of identifying various brands of canned salmon by means of distinctive flags. The Association was organized in 1895 through the combination of a number of minor companies. Each of the merged companies had been accustomed to use a flag bearing distinguishing letters as a mark. The consolidation continued to use the flags of its constituent companies to designate different brands of salmon.

In the evident belief that flag flying in the salmon trade was its exclusive prerogative, the Alaska Association some years ago took issue with the Admiralty Trading Company when that concern attempted to register at Washington a flag having a blue background with a monogram in red, "A. T. Co." It could scarcely be charged that the Admiralty flag was a counterfeit of any of the Alaska flags. The Alaska Association, however, raised the point that the mere fact that it was of similar general appearance was calculated to cause confusion in trade.

In that contest of years ago, the Alaska Association was unable to stop its rival. The failure, by the by, was due to an element that has no little interest for advertisers who have "families" of products. It was ruled that inasmuch as the Alaska organization was using several different flags in the sale of different brands of its own goods, it was hardly in a position to contend that the new flag on the trade horizon would cause confusion. This was held especially because the new flag differed from each of the Alaska flags quite as much as they differed from one another. Undeterred, however, by the decision that the flag must be kept open as a medium for all branders, the Alaska Packers' Association broke lances with Getz Bros. & Co. when the latter firm some time ago adopted the flag motif for the identification of salmon. But this time, instead of the picture of a pennant, the words "Our Flag" were used as a brand.

THE LATEST "FLAG" CASE

In the present instance, as in the earlier episode, the Alaska Packers' Association sought to stay its competitor on the plea that a multiplicity of flag brands would tend to confuse the trade and mislead the public. For twenty years or more, according to the officials of the Alaska Association, its canned salmon has been known to the consuming public as "Flag" salmon or "Flag Brand" salmon. The flag idea was dominant in the whole system of marking and two of the labels in use on members of Alaska's "family" of products bore respectively the inscriptions "Coleman's Flag" and "Hume's Flag."

The recent case came before the Examiner of Interferences at the Patent Office. He acknowledged the possibility of confusion

and denied to Getz the right to register "Our Flag." The Examiner in reaching this conclusion took the ground that there was really no parallel between the current case and the dispute of several years ago between the Alaska Packers' Association and the Admiralty Trading Company. He reasoned that while in that earlier case the applicant was seeking to register a specific design of a flag, in the present case the applicant's mark was much broader—it might and does apply to any flag. This view was not upheld, though, when the case was carried on appeal to the United States Commissioner of Patents.

Reviewing the case, Commissioner Newton applied the logic that the Court of Appeals has prescribed in the earlier case. The claimant to flag monopoly had, he felt, weakened its case by using a number of different flags. If one rival, he contended, was privileged to use a flag as a trade-mark, it was "drawing pretty fine distinctions" to say that another rival was not entitled similarly to employ the words "Our Flag." "The distinction," added the Commissioner, "is entirely too fine to be noticed by the purchasing public." This is, by the way, further evidence, of the constant effort at the Patent Office to approximate the viewpoint of the buying public. Final appeal of the case to the Court of Appeals brought no upset of the Commissioner's verdict. On the contrary, the court of last resort gave the opinion: "We believe that the Commissioner was right and for that reason his decision is affirmed."

Liability to confusion in trade is always a fascinating subject because every such instance has to be considered as an individual case without too much regard for precedents. In this rivalry in salmon selling, with both producers located at San Francisco and operating in the same territory, the bogey of trade confusion was bound to be conspicuous. The Commissioner of Patents, after pondering a mass of evidence, ruled that "There is no satis-

factory testimony that opposer's (Alaska Packers' Association) goods have ever been called 'Our Flag' goods." He admitted that he was even more skeptical on this score because the opposing interests "have been using these marks for possibly twenty-five years side by side and yet opposer has failed to show a single case of confusion." This is particularly notable because the competitive goods were on sale in overlapping territory and the article involved is a staple food product which is supposed to be susceptible to confusion.

Decorated Officer Discharged from Service

H. L. Opie has been discharged from the Service, and has resumed the management of the Staunton, Va., *Leader*, which paper he founded.

Major Opie was in France for about eleven months, having served in the 116th Infantry, 29th Division. He was awarded the Distinguished Service Cross and the Croix de Guerre.

Green, Fulton, Cunningham Have New Account

The Green, Fulton, Cunningham Company, Detroit and Chicago, is now handling the advertising of the Wisconsin Parts Company, of Oshkosh, Wis., maker of the Wisconsin axle. This company, headed by W. T. Rockwell, recently acquired the plant of the E. B. Hayes Machinery Corporation.

E. B. Field Leaves Burroughs


Elliott B. Field, for four years in the advertising department of the Burroughs Adding Machine Company, Detroit, has resigned to become advertising manager for the Rand Company, North Tonawanda, N. Y., manufacturer of visible card-index systems.

E. L. Clifford With New York "American"

E. L. Clifford has been appointed business manager of the New York *American*. Mr. Clifford was formerly advertising manager of the *Minneapolis Journal*.

J. E. Foster Joins Frank Seaman

J. E. Foster, formerly business manager of the *Railway Electrical Engineer*, has joined the advertising staff of Frank Seaman, Inc., New York.



Commencing June Eighth the

Philadelphia

PUBLIC  LEDGER

will issue an 8-page section in
four colors—the handsomest
supplement ever issued by a
newspaper.


For advertising rates and
other information about this
weekly Color Section address

Ruggles & Brainard, Inc.

200 Fifth Avenue

New York City

Special Representatives



How to Obtain List of Registered Trade Names

No Such List, Covering All Fields,
Has Apparently Been Compiled
—Various Industries Have Their
Own Lists and Certain Publica-
tions Issue Special Lists—Infor-
mation from the Government

DR. A. POSNER SHOES, INC.
NEW YORK CITY.

Editor of PRINTERS' INK:

Do you publish a list of registered trade names? A copy of such list will be of very great value to us, and we would appreciate receipt of same.

DR. A. POSNER SHOES, INC.,
FRANK SCHIFFMAN, Manager.

ASSUMING that the inquirer is asking for a list of registered trade names covering identified goods in all the various lines of industry, it must be answered that there is apparently no complete list of the kind in existence. Several of the directories, such as "Thomas's Register of American Manufacturers," now incorporate as a feature a Trade Names and Brands Section in which is afforded a ready reference to distinctive commercial products. In certain lines of industry, likewise, private enterprise has provided more or less complete directories of the trade names in use in the trade under survey. However these specialized lists are available for only a limited number of business fields, including textiles, cement, brick, hats, electrical specialties, India rubber, pig iron, etc. Aside from the general lists in volumes like Thomas's Register and "Hendricks Commercial Register for Buyers and Sellers," the "index" of trade names has come to be a feature of catalogues such as those of Sweet covering the architectural and engineering fields. The National Loose Leaf Directory of Advertisers publishes a rather complete list of the trade names of national advertisers.

The United States Government which is, of course, in the best position to publish, and keep

up to date by means of periodical supplements, a complete list of registered trade-marks has, unfortunately made no such provision.

In the "Official Gazette" of the U. S. Patent Office, a weekly bulletin which is available to the public by purchase of individual copies or by annual, semi-annual, or quarterly subscription from the U. S. Superintendent of Documents, Washington, D. C., is published from week to week a complete list with reproductions or illustrations of the trade-marks for which application for registration has been filed and it likewise makes announcement of the issuance of certificates to successful candidates.

After a trade-mark has been registered any person who is interested may, upon payment of a nominal fee, obtain from the U. S. Patent Office printed copies of the statement and declaration in each case together with a photolithographed copy of the drawing of the trade-mark. As a means of securing reference data covering any great number of trade-marks this might be found a cumbersome if not an unduly expensive method, but if the interest of a business man be focused upon a comparatively limited number of trade-marks it affords a serviceable plan of obtaining a roster of enrolled marks.

It is perhaps only fair to point out to an inquirer, even though he specified "registered" trade names, that in no field is it safe to assume that a list of the registered brands necessarily exhausts the vehicles of good will in the industry. Many firms that have, for one reason or another, found their established trade names unregistrable have nevertheless clung to these commercial autographs and since trade-mark rights in the United States are grounded in the common law, hinging upon priority of actual use, it follows that in any comprehensive survey some attention may well be bestowed upon the unregistered trade names.—[E.]

PRINTERS' INK.

The Kansas City Star's Rate Is *Less Than* *Half the Average!*

ACCORDING to an analysis of circulations and rates appearing in the April 17th issue of "Editor and Publisher," the average rate per line per thousand circulation of all the leading newspapers in the United States is \$.0021569.

The rate of The Kansas City Star is \$.0007954 per line per thousand circulation—*less than one-half and only a trifle more than one-third of the average rate!*

But more important even than low rate is the fact that everybody in Kansas City reads The Star; that everybody in Kansas City has The Star delivered to his home; that everybody in Kansas City looks to The Star for news and for advertising.

The important thing is that there are more Star subscribers in Greater Kansas City who receive the paper twice a day *at their homes* than there are families in Greater Kansas City.

THE KANSAS CITY STAR

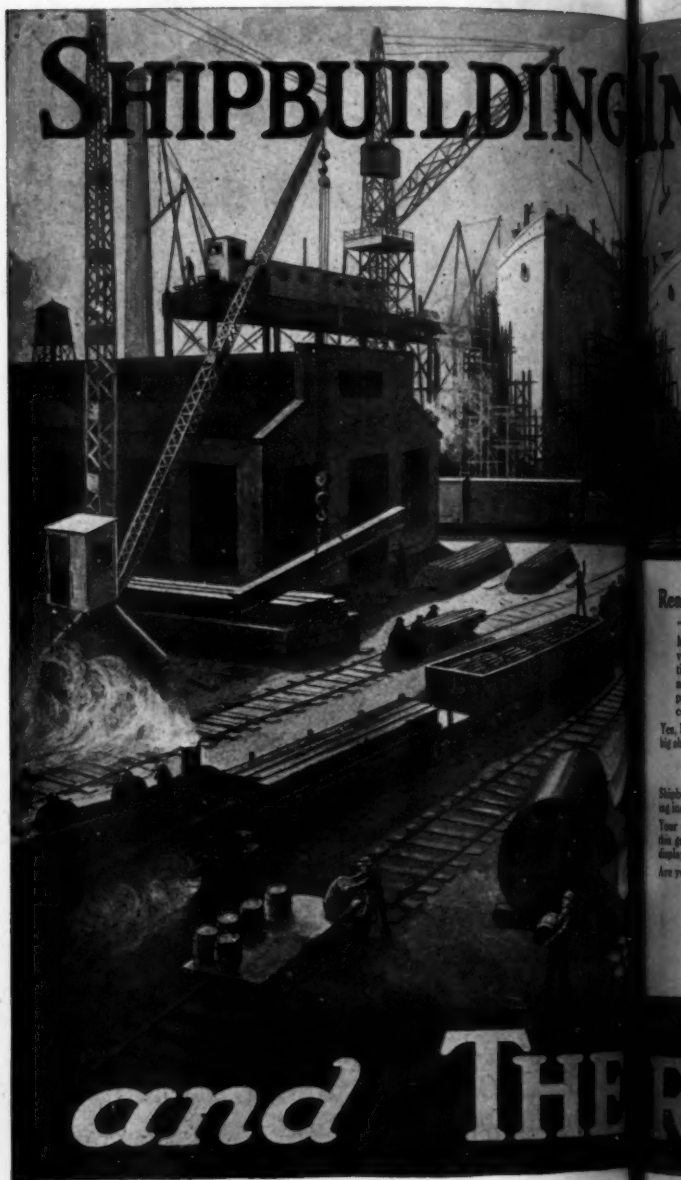
Morning
220,000

Evening
220,000

Sunday
220,000

CHICAGO OFFICE
1418 Century Building

NEW YORK OFFICE
2 Rector Street



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NG INDUSTRIES



Read This Letter from a Big Shipbuilding Concern

"The Iron Age is read by the President, Vice-President, General Manager, Purchasing Agent, Material Agent, Superintendent and various foremen. It is regarded as an important source of information; its various reports of market conditions are carefully scanned and digested; and its descriptions of mechanical installations and processes as well as its editorial comment are always carefully considered."

Yes, Mr. Manufacturer, The Iron Age is thoroughly read and digested by the big shipbuilders of the country, as indicated in the above letter.

They Buy What You Make

Shipbuilding in the United States is but in its infancy. It is a big and growing industry and consumes vast quantities of raw and manufactured products.

Your products can best claim the attention of the purchasing executives of this great field, as well as the other important metal-working industries, by displaying them in the advertising pages of The Iron Age.

Are you a member of the big family?

THE IRON AGE

The World's Greatest Industrial Paper

NEW YORK CITY

Charter Member A. B. C. and A. B. P.

THE IRON AGE

PHONE NUMBER

Three Two One O
Greeley

CALL OR WRITE AND
A REPRESENTATIVE FROM THE
CHARLES FRANCIS PRESS WILL BE
AT YOUR SERVICE

Address

EIGHTH AVENUE
33rd and 34th Streets, New York City

*First-Class and Up-to-Date Facilities for
Printing in All Its Various Branches
with Unsurpassed Service*

1919

Full-Page Space to Advertise Book of Instructions

Du Pont Fabrikoid Company Teaching Women to Be Own Upholsterers

By Helen A. Ballard

EMBEDDED deep in every man—and, forsooth, every woman—is a deep desire to work with his hands. It is easy to understand why this should be true. It is only during the last fifty years that head work has come into vogue. Before that time everybody, except a fortunate few, made his living by working physically. A generation or two of laboring at a desk cannot, of course, eradicate the inheritance which we receive from the ages.

The impulse to create something with his hands is in every person. It may be dormant, but it needs only the spark of opportunity to bring it to the surface.

In some respects this urge is stronger in women than it is in men. A woman cannot remain physically idle very long. Even when resting she is sewing or knitting or crocheting or using her hands in some other creative way. What a fine example we had of this during that war, when practically every woman in the land, from the four-year-old tot to the lady who had passed her "threescore and ten," took up knitting. The amount of knitting that many women accomplished in the odds and ends of time surpasses belief. No woman regarded this work as a sacrifice. They were never so happy as when doing it. Why? Simply because in doing it they were obeying an instinct that is as strong as life itself.

This philosophical preamble of mine may not seem to have any connection with advertising. It has, however. There is no greater opportunity for advertisers than appealing to this creative impulse. Many manufacturers have become enormously successful in doing so. We find many examples in the fancy goods field. Women love to make pretty things. They will heed

any manufacturer who shows them how. Especially do they want to learn how to make new things. Fads are coming in almost every day. Of course many of them are short-lived, but that is principally because they are not advertised. Where properly advertised a fad will live to a respectable old age. In any event, these fads create a sale for no end of merchandise. Right now one of the fads is the making of bead handbags. It is a task requiring patience and skill. But women like to do it, because it is creative and they have the satisfaction of seeing grow slowly in their hands an object of great beauty.

Many people make the mistake of assuming that because women like to buy their clothes and other things ready-made that the tendency is away from home manufacturing. In a sense this is true. The home is no longer a competitor of the manufacturer, but just the same every healthy-fingered woman will always be making something. Especially will she be inclined to make something that will improve or beautify her home. Her desire to do this will be all the keener if advertisers encourage it and help her to create the things that she may want to do but does not know how.

DU PONT TEACHES UPHOLSTERY

An interesting campaign of this type is now being conducted by the Du Pont Fabrikoid Company.

In every home there are many little upholstering jobs that need doing—one or more pieces of furniture with torn or shabby coverings which are discarded while the frames are still serviceable because the owners do not think of the economy of having them recovered. Then again, often the housewife cannot find an uphol-

sterer to do the work, or she finds that the upholsterer's charge plus the cost of carting the furniture back and forth to his shop makes the cost more than she cares to expend. Many a woman has said she would like to do it herself if she knew how. Realizing this the Du Pont company decided to start an advertising campaign featuring the utility and economy of Fabrikoid for home uses.

"We knew," says A. H. Berwald, advertising manager of the company, "that there are a great many jobs of plain upholstering which any reasonably skilful housewife or her husband can do creditably. So we got up a twenty-page illustrated booklet giving detailed instructions by simple and practical methods that almost anyone can follow. In this booklet we featured our Craftsman Fabrikoid as a durable, washable and luxurious furniture covering at a very moderate price.

"We called our booklet 'Home Upholstering,' a name which we believed would attract the average housewife. In it we pictured the many uses to which Fabrikoid can be put, such as refurbishing up old furniture, making sofa pillows, table runners, den hangings and a thousand and one other articles which the woman interested in her home would be able to visualize.

"We started our campaign January 4. In the copy we offered the 'Home Upholstering' booklet free, and to accommodate those who definitely wanted to attempt the work at once we agreed to send a piece of Craftsman Fabrikoid twenty-five inches square for one dollar. It was not our purpose to do a mail-order business, but we realized that our distribution was weak in a great many sections and that we would have to make some provision of this nature while we were building up our distribution.

"From the standpoint of the housewife, whom we were particularly trying to interest, our advertising was complete in that, situated wherever she might be, she could get a working sample of the material and a book of instructions for its use. All the tools she

needed were such simple ones as were practically sure to be in her own home or next door.

"The results of this campaign so far are up to our expectations in every way, although at first glance they do not seem particularly generous. During the months of January, February and March we received 231 inquiries from dealers and 5,877 from individual consumers, a total of 6,108. We sent out dollar samples to the amount of \$726. Results for April ran at about the same average, although I believe we sent out more sample orders."

THE ADVERTISING IS ACCOMPLISHING THE PURPOSE

A close study of the letters received in response to this advertising, which is now running in several leading magazines, shows evidence of a gratifying sincerity on the part of the inquirers. It proves that the modern woman is receptive to this kind of advertising, and that, instead of feeling averse to being taught the use of a product by the manufacturer, or to receiving suggestions for the economical management or beautifying of her home, she welcomes his practical assistance in her job of home-making.

Paint manufacturers have for some years been telling the woman how easy it is to do her own painting and to varnish up old pieces of furniture, but the Du Pont company has gone a step further by suggesting that she recover her dining-room chairs and do many other hitherto unheard-of things in the way of smartening up her home.

Mr. Berwald states that 90 per cent of the women who answered the advertisements wrote letters explaining just what they hoped to do and telling of the various pieces of furniture that they expected to cover. Many said that they had been to their local dealers without being able to secure the material, and others stated that they had secured the material and were now ready for the booklet. In almost every inquiry there was evidence of a sincere purpose and

—the NC-4

was equipped with Mosler Spark Plugs—

was varnished with Cosmolac—

was lubricated with Gulf Liberty Aero Oil.

These facts are from advertisements appearing in the *New York Times* of May 29th.

On the morning of May 28th newspapers announced the arrival in Lisbon of the NC-4.

Daily newspapers are the first advertising mediums to inform the public of one of the greatest feats in history.

The daily newspapers are the only mediums offering to advertisers that distinctive and invaluable quality of timeliness.

Timeliness!

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

not that the writer had replied out of curiosity.

During the last three months the department stores have been circularized periodically until practically all of them that carry Craftsman Fabrikoid have a supply of the "Home Upholstering" booklet bearing their imprints for distribution. Many new accounts have been opened through this advertising and many reports have come in from the trade stating that the campaign is helping them to increase their business in Du Pont products.

"It would appear to most advertising men," concluded Mr. Berwald, "that our use of full-page space was unnecessary for the mere purpose of giving away a booklet, and that we might have used one-quarter-page space quite as effectively. This is true, but we wanted to secure the general effect of the larger space for its influence upon the manufacturing trades using our various materials. We feel that all of these customers are encouraged and supported in their use of Fabrikoid whenever we feature it prominently, regardless of the immediate purpose for which any specific advertising is employed."

Advertising, in this way, one product which a company puts out is bound to foster an increased interest in the general products as well, and to create a feeling of good will on the part of the customer who learns a new and profitable use for her time which she can see in results accomplished for months to come.

Merchandising to Be Taught at Columbia University

Columbia University will conduct next fall, through its School of Business, a course in merchandising research, under the direction of John B. Swinney. The city department stores will be used as laboratories, and much of the work will be done in co-operation with the retail Research Association.

Herbert K. Carter, formerly Eastern manager of *Modern Hospital*, Chicago, and for the last ten months with *The Survey*, New York, has joined the New York staff of the Curtis Publishing Company.

Advertising in China Rapidly Increasing

Advertising is a relatively new idea in China but is making immense strides forward. The British-American Tobacco Company is the most extensive advertiser and its posters, electric signs, and special billboards, are found in the interior, and are scattered along all the roads leading to the treaty ports where foreigners carry on business. Japanese medicine firms, the American Standard Oil Company, Asiatic Petroleum Company, Singer Sewing Machine Company, and others also carry on an extensive campaign by posters.

All the firms mentioned above advertise extensively in the Chinese newspapers, and large native firms at the treaty ports also avail themselves of this method of advancing their business. Newspaper advertising rates are not heavy.

For a new firm in China, newspaper advertising should be resorted to, and if special articles, such as soap, toilet goods, medicines, stockings, etc., are to be carried, a special poster scheme should be inaugurated. Posters to be effective must be intelligible to the masses, i. e., explain themselves by the pictures they bear, and draw attention to the "chop" of the goods advertised. The distribution of Chinese calendar of glazed paper, of poster design, is an excellent and effective means of advertising.—"Trading With China," Published by the Guaranty Trust Company, New York.

Miss Amy B. Richards With "Modern Priscilla"

Miss Amy B. Richards, who has been employed for some time in the advertising department of the Jordan Marsh Company, of Boston, and was previously connected with the John J. Morgan Advertising Agency, Inc., of that city, has joined the editorial department of the *Modern Priscilla*.

Hardman Tires' Campaign Under Way

The advertising campaign for Hardman Tires, manufactured by the Hardman Rubber Corporation, New Brunswick, N. J., will appear in national publications, farm papers, and newspapers this season. The Fletcher Company, Philadelphia, is handling the account.

Permanent British Exposition for Foreign Buyers

The British Empire Industrial League is raising a million pounds for the establishment of a permanent "Palace of Industry" in London. The object is to bring to one central point various industries so that foreign buyers may transact their business with the least inconvenience.

Foreign Correspondence Invited—

Manufacturers seeking export business are urged to include this phrase in every announcement appearing in MoToR's advertising columns.

MoToR never fails to prompt a lively response from its readers in foreign fields; *therefore a specific appeal to this market should produce even more replies.*

Unsolicited testimonials from leading car, truck and accessory makers credit MoToR with a foreign influence of unusual proportions. We know that MoToR has established profitable foreign relations for many of its advertisers.

Each day's mail consistently produces its quota of *unsolicited* foreign subscriptions; most of them from subscribers who buy primarily for the advertising pages of the magazine.

Foreign Correspondence Invited!

Use this suggestive phrase in every piece of copy you prepare for MoToR, *the livest industry's leading magazine.*

MoToR

THE NATIONAL MAGAZINE OF MOTORING

Detroit, Mich.
1408 Kresge Bldg.

119 West 40th St.
New York, N. Y.

Chicago, Ills.
326 W. Madison St.

MoToR sells more copies per issue on the news-stands than all other automobile publications combined

Guessed-At vs.

When we build a house, we test all the materials.

We test the brick, the mortar, the cement, the steel, the glass, the paint.

We test *everything* in advance to make sure it is right before it goes into that house—

And yet a house is the oldest handiwork of man—you'd think we *knew* all about a house.

Street



Co-incident with the housing under one roof of the great Fleisher Yarn industry in the big new Fleisher factory in Philadelphia, will appear the new Fleisher advertising campaign by Street & Finney.

Tested Advertising

But when we build an advertising campaign—a new unknown thing—testing makes quick exit and *guess-work* takes the center of the stage.

* * *

Street & Finney's method of testing takes the *guess* out of advertising.

We would like to discuss this method of ours with a few manufacturers who, like Charles Schwab, long to see their "chimneys across the entire continent—all smoking!"

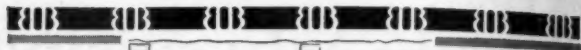
& Finney Inc.

Established 1904

Pay-as-you-enter Advertising

171 Madison Avenue

New York



BASIC BOND

Test No. 2—With Ears and Fingers

A PAPER expert would recognize the quality of a sheet of BASIC BOND even though he were blindfolded. Close your own eyes and try it for yourself. Let your fingers dally caressingly with the sheet. You can literally *feel* its printing qualities. The sensitive nerves carry back to the brain the verdict of approval. Now grip the sheet firmly between the thumbs and the two first fingers of both hands. Hold it up to your ear; snap it. When in all your experience has a Sulphite Bond sheet crackled quality to you to compare with this?



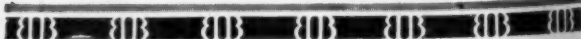
THE WHITAKER PAPER CO.
CINCINNATI, OHIO

BALTIMORE, MD.
BOSTON, MASS.
CHICAGO, ILL.
DETROIT, MICH.

BIRMINGHAM, ALA.
ATLANTA, GA.
RICHMOND, VA.
NEW YORK, N. Y.

DENVER, COL., (Peters Paper Co. Division)
INDIANAPOLIS, (Indiana Paper Co. Division)

Branch Offices in all principal cities



Selling the Sea to the Mississippi Valley

The U. S. Navy Uses Demonstrator Crew to Meet Competition

THERE is hot competition in the recruiting field these days and three old established firms—the Army, the Navy and the Marines, are all out selling their product to the same general type of customers— young men between the ages of eighteen and thirty. With the three-cornered drive being made, each one of these agencies, who in the present case are more or less competitors, have adopted modern sales methods to interest their prospective customers.

The Marines for some time have been using highly specialized sales and advertising campaigns. As outlined in a recent issue of *PRINTERS' INK*, the Army has adopted from commercial practice many ideas which were outlined by the sales and advertising men at their meeting with Army officers in New York. And now the Navy has come to the front with a demonstrating crew!

An expedition has been arranged to show the public in the Mississippi Valley just what ships and equipment were used in freeing the seas of the U-boat, and the campaign is to be linked up very closely with their advertising and recruiting campaign along the geographic line of the demonstration. The anti-submarine fleet is now at anchor off Key West, and will soon sail for New Orleans, and from this port start on its cruise up the Mississippi River and its tributaries.

The ships comprising the flotilla are all boats that have seen active service, while the officers and the majority of the men in the crews have also had service in the War Zone. The ships will be completely equipped and manned, as though going into action, and will be prepared to give demonstrations in the methods of patrol, guard and attack

upon the enemy submarine. Torpedoes, depth charges, mines, and all types of guns used in this kind of warfare will be carried, and their use and effectiveness will be shown all along the route. As the thing which the Navy has for sale is life in the Navy, the sales features of this life will not be overlooked. The personnel of the crew will include a Navy band from the U. S. S. "Recruit," the famous landship in New York, sailor singers and instrumentalists, and a crack baseball team made up from the crew of the ship. It will be fully equipped with a motion-picture outfit to show movies of Navy activities and life in the service. In this flotilla will be included the submarine K-5 and two flying boats. The submarine will give actual demonstrations of submerging in the Mississippi and the flying boats will give demonstrations all along the route, thus tying up closely with the news value of the recent successful flight from Newfoundland to Plymouth made by the NC-4.

FORERUNNERS TO AWAKEN INTEREST

In true commercial style, the coming of the flotilla will be preceded by an advance party to make special arrangements for its reception in all towns and groups of villages on either bank of the river. This party will travel on one of the submarine chasers and will be in direct communication with the flotilla both by radio and wireless telephone. Letters have already been sent by the Navy to the mayors of cities and villages, giving details insofar as they are now known of the visit of the flotilla, and asking the co-operation of the mayor in making the visit to his city an event of great interest to its people and those of the surrounding country.

It is suggested in each case that the mayor appoint a committee to arrange the local details of the flotilla's visit, and an officer from the fleet is to visit each mayor to complete all arrangements. These letters and the others sent to editors of local papers are written on special letterheads, issued by the Navy, as follows:

U. S. NAVY ANTI-SUBMARINE FLOTILLA FOR THE
MISSISSIPPI RIVER

Advertising, paid for by patriotic citizens of several cities, has recently appeared setting forth advantages of enlisting in the Navy at the present time, and it is planned that the demonstrating crew will cash in on this advertising and the other forms of poster and advertising literature which will precede the coming of the flotilla.

With the efficiency of modern sales and advertising methods being continually demonstrated by the Railroad Administration, the Army, Navy and Marine Corps, it would appear that many opportunities, offer other departments of the Government to take their successful experience as a guide. Many departments of the Government, which have valuable service to render the public, could use these recent experiences to great advantage.

Whiteside With Patterson-
Kelley Company

John Cooper Whiteside, for the past year and a half in the chain-hoist department of the Yale & Towne Mfg. Co., has become associated with the Patterson-Kelley Co., New York, builder of the Patterson Hot Water Service Heater and Systems. He will have charge of the advertising and sales promotion; also will eventually engage in personal sales work.

Friends of Irish Freedom in
Newspapers

An advertising campaign has just been launched in the New York dailies by the Friends of Irish Freedom and Associated Societies to present Ireland's case to the world. Full pages and half-pages are being used. The Tucker Agency, New York, is handling the work.

Styles in
Merchandise Reflect
Changing Habits

Advertising of Modern Conveniences Has Shelved Many Old Timers—Others Just Expired—With Some Exceptions National Habits Are Improving and Becoming More Sensible

WHERE are the door knockers of yesteryear? What's happened to the blue glass windows, ear muffs, lamp chimneys, hitching posts, ping-pong and two kinds of pie for breakfast?

Whither have they departed—and why?

The answers in most cases are obvious—as the passing into comparative oblivion of the spotted coach dog, the prism chandelier, the candle snuffer, the kaleidoscopic crazy quilt. But what of the footscrapers, shawls, lambrequins, pomade on the hair—not to mention bamboo furniture and wax fruit protected by a glass case and awesomely admired in the days of youth?

Styles change; the introduction of better appliances and of new inventions junks old essentials; standards of hygiene, sanitation, food, wearing apparel constantly progress; advertising popularizes new products and changes old habits. And merchandise—no less than music, art and literature—reflects the spirit of the times.

Even our choice of canine friends is indicative of a frame of mind. Pug dogs, symbolic of the smug complacency of mid-Victorian days, are rarely seen along the boulevard; the "plum-pudding" Dalmatian could hardly be expected to survive the inebriating fumes of gasoline or the dizzy pace of modern motor cars; the sleek and elongated dachshund is frowned upon with stern eyes of hostility. The palm of popularity has gravitated to police dogs, watch dogs, the companionable airedale—doggies with a practical purpose.

The passing of the blue stained window through which filtered

THE TRIBUNE IS THE FASTEST GROWING PAPER IN NEW YORK

For the
first five months
of 1919

The New York Tribune
has gained over
A MILLION LINES
of advertising

So far this year, from January 1st to May 25th, the Tribune has gained more than a million lines of advertising over the same period of 1918. Only one other New York newspaper has passed the million mark in the same period.

New York Tribune

First to Last—the Truth
News—Editorials—Advertisements

THE TRIBUNE PRINTS MORE NEWS THAN ANY OTHER MORNING PAPER

magic rays to cure all human ills, bedroom windows clamped tight to exclude the noxious night air, red plush lambrequins—those assiduous accumulators of dust—all denote an awakened appreciation of hygiene and sanitation. We have sleeping porches, vacuum cleaners, radiators. Even the falling into disuse of grandma's multi-colored shawl hints that our houses are better and more evenly heated than in days of yore. Similarly, red flannel underwear reads the handwriting on the wall. We clothe ourselves more sensibly—save for the hobble skirt and a few freaks of fashion—wearing lighter garments, both winter and summer. Ear muffs, too, are frowned upon outside of the remote country districts and the vaudeville show.

Dress a man with a scarlet sash or a cummerbund and see what happens. Sport shirts, hailed as the emancipators of a starched-collared sex, wilted after a brief season—because they were called effeminate. Wrist watches, too, were formerly regarded as blood brother to the monocle—until the war put them on the map. But now the fighting is over, the wary manufacturers are illustrating them on the hairy wrist of a modern cave man.

Retailers reporting the falling off in sales of foot scrapers attribute this fact to the prevalence of good roads and concrete sidewalks. Bowie knives and revolvers, once merchandise with a quick turnover, now pile up overhead, their place being taken by percolators, washing machines, and phonographs. We have rugs instead of dust-collecting carpets, and the parlor is not kept locked alone for such state occasions as weddings and funerals. And in the hall vase the brilliantly stained grasses and gilded cattails are conspicuous by their absence.

Steak is no longer the breakfast *piece de resistance*. Neither are two kinds of pie quite fashionable. Instead we have oranges, grape fruit, breakfast food and cereals—popularized through advertising. The telephone book has

largely supplanted the city directory. The introduction of the typewriter and carbon paper has spelled the doom of copying inks and the cumbersome letterpress. Pen wipers are a rarity and carpet bags appear only on the covers of the joke book. Package goods have put the cracker barrel out of business, a "baker's dozen" has been dropped from our shopping vocabulary for reasons painfully patent—and before many moons the fragile wine glass will be seen only in the museums.

And in all this onward march, advertising has played its little part.

The Doughboy Advertises America

"I like the young American's passionate affection for his country," says Ian Hay. Beith in "The Last Million," "and his fixed determination to hunt everything connected with her. One day I was waiting in a village for an American staff car which was being sent for me from Chaumont. I found one standing at the corner of the street, so I asked the chauffeur, thinking he might be from headquarters, 'Where are you from?' And he sat up and replied all in one breath, as if I had pressed a button, 'Sir, I am from Marion, Ohio, the greatest steam-shovel producing centre in the world!' Just like that. That is what I call the right spirit."

Toal & Company, New Chicago Organization

John Herbert Toal has organized an advertising company in Chicago, to be known as Toal & Company. He has sold his interests in the Personalized Sales Service, with which he has been associated. For four years, Mr. Toal was Western sales promotion manager for Valentine & Co., manufacturers of Valspar.

Company to Make "Perfection Heaters" Formed

The Perfection Heater & Manufacturing Company recently formed in Cleveland has taken over the Perfection Heater Division of the Standard Parts Company.

"Aprol" Advertised in Canada

The W. J. Bush Citrus Products Company, Inc., National City, Cal., is introducing in Canada a lard and butter substitute called "Aprol." Newspaper space is being used.



Land Here

No equal area is enjoying more substantial prosperity than Cleveland and Northern Ohio.

In this territory are some of the country's most important manufacturing centers—some of its richest farmland. A dozen live cities like Akron (160,000 population), Youngstown (130,000), Canton (85,000), scores of live towns like Zanesville (32,000), Sandusky (26,500), and Ashtabula (23,000), hundreds of smaller towns and rural homes are within a hundred miles of Cleveland, and this 2,800,000 population territory can all be covered by one newspaper—**THE CLEVELAND PLAIN DEALER**. No other paper reaches so many first-class homes in Cleveland and Northern Ohio. You can land this market through **THE PLAIN DEALER** alone.



—We co-operate with advertisers in furnishing jobber and dealer lists, sales analyses, individual investigations, etc. Address Merchandise Service Department and get the benefit of the **PLAIN DEALER'S** seventy-seven years' standing in this field.

The Plain Dealer

Largest Morning Circulation Between New York and Chicago

Eastern Representative
John B. Woodward
Times Bldg., New York

Western Representative
John Glass
Peoples Gas Bldg., Chicago

Not How Deep to Plow But How Deep to Think

"The one real difference between the farmer and the city man is this: the farmer makes his living out of the soil, the city man out of other men."

What the farmer gains from being close to the soil he loses by being distant from men.

The stimulation, the new ideas, the sidelights on human problems which the city business man gets in his hourly contacts and contests with "the other fellow" the farmer must go outside his business to get.

Tired of being schoolmastered

On the technicalities of his business the farmer is better equipped than the city man. More college courses are given on farming than on any other business.

Through State Experimental Stations and the thirty million dollar United States Department of Agriculture more experts are at work, more money is spent for laboratory and practical experiments on the business of farming than on any other in the land.

The farmer craves human facts

In farming, as in any other business, a man succeeds by solving the human problems as well as the technical ones.

A Bruce Barton editorial that stimulates a man to do more and be more makes as much money for the farmer as it would for you.

The story of how another farmer kept his boys happy, or overcame discouragements and bad luck—or used his ingenuity to go around a resistance he couldn't get over—such stories as you hear about men every day over the lunch table, at your desk, in the Pullman smoker—these are what the farmer craves to-day.

The recognition of these human needs of the farmer and the meeting of them in its editorial policy is what makes **FARM AND FIRESIDE** the magazine to which more than 600,000 up-and-coming farm homes respond.

The Crowell Publishing Co.

Farm and Fireside

Woman's Home Companion

American Magazine

FARM &

The National



FIRESIDE

Farm Magazine



*Every printing paper must measure up
to certain well defined standards
to meet the requirements
demanded by the par-
ticular job in hand*

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

NEW YORK

208 So. LaSalle St.

200 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



Prune Growers to Advertise—Result of Price Fluctuation

Oregon Association Formed, to Grade, Standardize and Advertise Members' Product

By J. F. Langner

Farm Editor, *Oregon Journal*, Portland, Ore.

OREGON prune growers will, in the near future, enter the national markets with a standardized, trade-marked and advertised Oregon prune.

The developments which have led up to this action on the part of the prune growers are:

1. The ever-increasing production of present bearing acreage.

2. The many additional thousands of acres—at present non-bearing, but which will shortly be producing.

3. The realization of the necessity for a standard product and the creation of markets to care for future surplus.

4. The enormous present and potential crop of California prunes which dominates the field.

5. The seemingly unnecessary price fluctuations after crop conditions are evident.

6. The recent announcement of the California Prune Association that it would spend \$210,000 within the next twelve months to advertise its graded and branded prune.

There are at present about 20,000 acres in bearing prunes in Oregon. In addition there are 13,000 to 14,000 acres not yet in bearing, exclusive of the large acreage which is being planted this year. In 1918 the total crop exceeded 52,000,000 pounds, and under normal conditions by 1923, the Oregon prune crop is expected to total not less than 100,000,000 pounds.

California, under normal conditions, will this year produce 225,000,000 pounds of prunes. In addition, there are about 75,000 acres of non-bearing prunes in that State. By 1923, the total California crop is expected to reach the colossal total of 600,000,000

pounds, or a total of 700,000,000 pounds for the two States combined. During the period immediately prior to the war the normal national consumption of prunes was about 100,000,000 pounds.

The problem, therefore, before all the prune growers is what to do with this enormously increased and increasing production; how to find new markets; how to create greater demand; and, of paramount importance, how to maintain prices on a stable "cost of production plus" basis for every pound of prunes raised.

Germany, England, Canada, France, and other countries, have always been a fair market for surplus American prunes. Canada and Germany have imported large quantities of Oregon prunes, but they have not imported anything like the future potential production which will shortly obtain. California has recently found a large market for surplus in Brazil. This was the work of the State Market Commission, which discovered that notwithstanding a preferential United States tariff, Brazil imported less than one per cent of its dried fruits from the United States. The co-operating prune growers of California sent a representative to Brazil at great expense and took large orders. No individual prune grower could do this.

PRICES SOARED THIS YEAR

"Co-operation is born of adversity and dies of prosperity" is an old adage which is now proving itself worthless. Prune prices in both Oregon and California have been uniformly high since 1912, and it is during these years that both the California and Ore-

gon prune associations have been organized. Prior to 1912 the prices of prunes had fallen so low that many prune growers had torn out their trees and plowed up the land.

The prune growers have received abnormally high prices for their crop this year, chiefly because of the loss of more than half the 1918 California crop after it had been gathered, the abnormally low Oregon crop, the demands of the United States and Allied Governments for military purposes and the re-opening of the export markets. England particularly, because of its demands for quantity, quality and the high prices it has offered has put a premium on prunes for every consumer in the United States—in other words, it made the running so far as prices were concerned.

ORGANIZE TO RENDER PRICES MORE STABLE

An important factor in the development of the principle of co-operative marketing is price fluctuation. Once crop conditions are fully evident there is no necessity for violent fluctuations in the price of any farm commodity, barring a slight increase in price toward the end of a season to cover storage charges. This year the price of prunes in Oregon ranged, within two weeks, from 12 cents, all the way to 16½ cents a pound, or a fluctuation of about 40 per cent in the space of fourteen days.

When, early in the buying season the California prune association refused to put a price on its prunes, until fully satisfied of crop conditions, the prune packers made a frenzied scramble for the unorganized Oregon prune growers' crop and started the market off at one cent a pound higher than the record of last year. This impelled many prune growers to sell at opening prices and from thence onward the history in 1919 of the Oregon prune is one of ever higher prices being offered by the big California packers until the highwater mark was reached in May. Not a great quantity of

prunes, however, sold at this price—16½ cents a pound. It is estimated that 85 per cent of the crop was sold for an average of from 13½ cents to 14 cents a pound.

We now come to the final factor which led to the decision to organize northwest prune growers' association in the second week of May. It is an acknowledged fact that every farmer who sells for less than his neighbor thinks that he has been swindled by someone. He will not admit that he has guessed wrong, that he is a party to a sale and that it takes two to make a bargain. The one fact uppermost in his mind is that, for instance, his friend sold prunes for 16 cents, while his—which were possibly of better grade—sold for only 14 cents a pound.

How logical this reasoning is does not concern us. While the prices were at high-water the members of the Salem Fruit Union, guided by R. C. Paulus, who had refused to sell their entire crop at any price, suddenly disposed of every pound of prunes the growers had available at the top market price. This deal involved millions of pounds and the sales were made direct to foreign brokers without the intervention of the Pacific Coast Packers. This was possible only to a strong association and the Salem Fruit Union is by far the largest co-operative organization of dried fruit growers in the Northwest. Immediately the sale and figures were announced, every non-member prune grower began to kick himself for selling for less and voice his regrets that he also was not a member of the fruit growers' union.

That the co-operating fruit grower received an average of over two cents a pound for his prunes more than the non-co-operator was a real factor in the minds of these growers—added to which was the announcement in the newspapers of the State that the California association was after the national market, with a strong campaign, and that it would probably re-act unfavorably



**LIKE a Many
Tongued
Salesman**

**"America's Leading Manufacturers,
The Standard Blue Book of
Foreign Trade"**

**STANDARDIZE YOUR
NAME and PRODUCT
with WORLD BUYERS!**

goes to the far corners of the earth, carrying, in many languages, the message of American manufacturers to foreign buyers, and finding foreign markets for American-made goods.

Through a personal appeal in the buyer's own language, accompanied by well-printed pictures of your goods, which is the next thing to placing in the hands of your prospective customers the goods themselves, you will find this a most effective way of reaching the buyers in foreign markets.

If you wish to increase your export trade tell us the line you desire to push and we will place you on our mailing list to receive our bulletin of foreign trade inquiries. You can turn these inquiries into orders and open the way for profitable and permanent trade connections. Asking for the bulletin will not obligate you in any way. Write us for full information.

Address

**Export Department
NEW YORK COMMERCIAL**

RUSSELL R. WHITMAN, Publisher

38 Park Row

New York

upon the 1920 prices of Oregon prunes.

With a realization that the opportunity was ripe, Mr. Paulus and other important factors representing the growers called a meeting of the various interests, and it was decided at once to organize the new state-wide association for future protection. It was decided to throw overboard all private brands, the curse of the small grower and packer, to grade the product, put it out in standard packages and create a demand for that particular product all over the country through a campaign of national advertising, to offset the sentiment which would be created favorable to the California prune if that organization were permitted to enter the field alone.

Upwards of half the prune acreage in the State has been signed up for membership in the new association and arrangements have been made with a group of bankers to finance payments on behalf of the new organization so that the growers will get a basic price and receive spot cash for that basic as soon as the new association commences business.

If all present plans are completed—as there appears to be every reasonable expectation—Oregon prunes will be as widely known throughout the nation as are Oregon apples and as are the high grade fruits and fruit products of California.

Chicago Advertising Men Form Post of American Legion

Seventy-four advertising men of Chicago, who saw service in the war, held a meeting recently to organize a post of the American Legion. The following were elected temporary officers: Capt. Arnold Joerns, chairman; Capt. J. E. Byrnes, secretary; and George R. Hall, financial secretary. Capt. Clough was appointed chairman of an employment committee to assist advertising men returning from the Service to secure satisfactory employment.

In the New York Times recently there appeared a classified help-wanted advertisement for a "salesman and flyer." The ad required a man who could handle an airplane and sell merchandise.

British Companies Insure Against Loss by Rain

Rain insurance policies are now issued by British insurance companies, reports the American Chamber of Commerce in London.

These forms of policies are issued providing for payment of fixed sums in event of rainfalls of specified amounts, and they are being widely taken up by both holiday makers and resort or open-air amusement proprietors.

The insurance company, the American Chamber understands, has made arrangements with the town clerks or meteorological experts, of the towns covered for daily readings of the official rain gauges, these readings being final and binding on both the assured and the company, the assured being required only to give notice that rain has fallen during the currency of his policy.

The company has now suggested an insurance scheme which would put seaside hotels in a position to give their visitors a rebate on their weekly bills should there be more than two days' rain of a certain amount. Race meetings, tennis clubs, golf clubs, etc., are planning to take up policies. Inquiries have already come from as far away as Central America, Canada and Holland.

"Printers' Ink" Articles the Basis of Successful Sales Convention

THE SOUTHWEST CRACKER CO.
WICHITA, KAN., May 22, 1919.

Editor of PRINTERS' INK:

About eighteen months ago we wrote to you for data regarding sales conventions, and received several articles clipped from PRINTERS' INK. We had no occasion to use these until April 23, when we called a general convention of our salesmen. We adopted your suggestions, using them as a basis for our programme, and wish to advise you that we held a most successful two days' meeting, which was full of snap and which has been productive of splendid results. We used six different sales demonstrations, bringing out the strong points in our goods, and building our arguments. As a result of this our advertising plans have been accepted by the sales force, and their co-operation keyed up by the merchandise.

THE SOUTHWEST CRACKER CO.

Appeal to Women in Advertising Men's Clothes

The Joseph & Feiss Company, Cleveland, manufacturer of "Clothes" clothing for men, is advertising this clothing to women through the women's magazines. The company also urges its retail dealers to make an appeal to women in their local advertising. This course is followed, it is said, because it has been found women have so much to do in choosing the clothing for the men of their household.

Every important buyer of American goods abroad gets the

AMERICAN EXPORTER

When he is in the market for a particular product he looks for it in the AMERICAN EXPORTER for three reasons:

- 1—He finds the products of over 1400 American manufacturers and exporters are advertised in our columns—a wider range of goods than in any other medium in the world.
- 2—He knows that the 42 years' standing of the AMERICAN EXPORTER, together with the fact that only reputable goods are permitted to be advertised in our columns, are a protection to him.
- 3—The advertisements are conveniently arranged for finding what he wants.

Do you realize that foreign buyers in this way look for your class of products in the AMERICAN EXPORTER? Why not then have your sales story in every issue?

Detailed information, sample copies and rates will be sent upon request. Write today.

AMERICAN EXPORTER

17 Battery Place Established 1877 New York City

Four editions every month—English, French, Portuguese and Spanish

First

IN May The New York Times published 1,669,932 agate lines of advertisements, a greater volume than was ever published in a single month by any New York newspaper.

In five months of this year The New York Times published 7,064,487 agate lines of advertising, more than any New York newspaper ever printed in any five months of any year.

No other New York newspaper prints so large a volume of advertising, notwithstanding that all advertisements in The New York Times are censored and many columns excluded.

Compared with the corresponding period of 1918, the gain of 1,535,457 agate lines represents by far the greatest growth of any New York newspaper.

The net paid circulation of the Sunday edition of The New York Times is in excess of 500,000. Its daily sales surpass those of any other New York morning newspaper. The average net paid circulation, daily and Sunday, exceeds the combined circulation of the three other New York morning newspapers popularly classed with the Times as to quality of circulation.

U. S. Army Will Use Paid Advertising

\$185,000 to Be Spent in Thirty Days

THE Secretary of War has authorized the expenditure of \$185,000 as the first step in a campaign to inform the public of the aims and advantages of the new Army. The Secretary's recent magazine article on a permanent military policy for the United States giving the plans for the new university in khaki will be the copy keynote for the campaign. This advertising in addition to informing the public will of course back up the intensive drive for recruits now being made.

As a result of the original meeting of high Army officers in New York with advertising men on March 3, intensive poster advertising and sales methods were used as a tryout in various localities, as reported in *PRINTERS' INK* of May 1. This campaign proving successful, a request for authority to advertise was made through the usual Army channels on May 25. For the first time on record in the Army this request contained the following statement of purpose. "To advertise for recruits for the Army, using daily newspapers *through an advertising agency.*" After being approved by the Army officers under whose authority advertising came, the request was finally approved by General March and the Secretary of War, and a sum of \$184,352.62 was allotted to cover the cost. The newspapers to be used will include all dailies printed in English of a general news character, published in cities where the main recruiting stations are located. The Army's plan is based upon a decentralized sales system and the newspapers specified will be used to back up the work of the local sales agents, in this case the local recruiting officer. After the Secretary's approval had been secured a cir-

cular proposal signed by Brig. General H. E. Wilkins, Zone Supply Officer at New York, was sent to the following list of agencies at their New York offices, selected by an advertising association:

Collin Armstrong, Inc., Geo. Batten Co., Inc., Blackman-Ross Co., Calkins & Holden, Lord & Thomas, Critchfield & Co., N. W. Ayer & Son, J. Walter Thompson Co., Frank Seaman, Inc., Frank Presbrey Co., W. A. Patterson Co., Inc., The H. K. McCann Co., Barton & Durstine Company, Hawley Advertising Co., Inc., and Hoyt Service, Inc.

These agencies were asked to submit estimates on inserting advertising in a list of newspapers attached to the circular proposal. The amount of space will consist of two full pages and two insertions of 1,100 lines each. As it was expected by the Army that the rates submitted by all agencies would be the same, the agency ultimately to be selected will be picked by the zone supply officer, on the basis of service offered and plans for co-operation in the matter of window displays and sales campaigns in each of the fifty-five recruiting districts. As an indication of how fully the Army will follow commercial practice in these campaigns, the recruiting officers are specifically referred to in the proposal as "branch sales managers." The following is also used in specifying the type of service desired: "The furnishing of all such services as may be reasonably expected of an advertising agency or could be furnished in the prosecution of successful sales and advertising campaigns for a commercial enterprise." The entire amount of the appropriation, it is reported, will be spent before June 30.

It is understood by *PRINTERS' INK* that a great part of the ad-

vertising knowledge and experience for the Army campaign has been furnished by Capt. F. Y. Keeler, formerly vice-president and advertising manager I. W. Lyon & Sons, tooth powder manufacturers.

With the Army following the United States Railroad Administration in the use of paid space it would appear that the Government is coming to regard paid advertising as an essential commodity, to be bought and paid for by the Government, in the same manner as steel or iron.

The railroad advertising was said to be the first of a series of Government departments to use paid space. At that time an editorial appeared in *PRINTERS' INK* requesting publications not on the list to refrain from soliciting advertising through political channels. The Army is to be congratulated upon its latest forward-looking step, and it is again to be hoped that publishers will not ask politicians to act as advertising representatives.

British Restrictions Hamper Trade with America

ONE of the most illuminating comments on the working of the Government's import restrictions policy comes out in correspondence that has taken place between the Board of Trade and the American Chamber of Commerce, a London body which represents 840 British and American firms interested in trade with America. All branches of the Chamber are naturally very much affected by the restrictions, and have submitted numerous proposals and criticisms to the Department.

After going through the restrictions in detail, the American Chamber laid five proposals before the Government. The first was that restrictions on imports from the United States should end on September 1, when the Gov-

ernment's "transition period" is supposed to end. The second was that during the period of restriction, imports of restricted articles should be restored to the pre-war basis, which it is thought would give ample field for expansion to British industries. The Chamber also asked for a representative of importers to be added to the Consultative Council on import restrictions. A fourth point was the request for the removal of restrictions from firms here desiring to buy goods in the United States for delivery in the colonies by direct shipment.

The Board of Trade's reply was received more than a month after the receipt of the Chamber's letter, and then only after repeated requests. It gives little satisfaction on any of the points raised.

In raising the question of the form of refusal of licence the American Chamber touches on one of the most acute grievances of traders here. A firm has frequently found that, while a licence is refused, other competing firms have been granted facilities, and have reaped advantage in the market. The Board replied that information as to what other licences are granted cannot be given, but they are prepared to state the grounds of refusal, and after what time a renewal of the application may meet with success. Their answer to the request for a public hearing is that the Consultative Council takes evidence from "responsible firms or associations" before making recommendations.

It is clear from this correspondence that the Board of Trade hold out no hope of relaxing the import restrictions, and are not disposed either to widen the constitution of the ill-balanced and biased Consultative Council or to distribute licences with equality among merchants. Planning ahead or schemes of reconstruction and expansion are impossible. It is high time that the Government made up their mind what the future of these restrictions is to be.—Manchester, England, *Guardian*.

The Kind of Dealer Helps a Merchant Always Uses

The Store Man Gives Some Information out of His Own Experience

By Herbert S. Cline

Advertising Manager, A. Livingston & Sons (Department Store), Bloomington, Ill.

I HAVE sat in advertising club discussions of the problem of making the dealer appreciate the "dealer-helps" supplied by manufacturers. I have read numerous articles on the subject by advertising men who view the question from the manufacturer's standpoint.

And after a few experiences with dealer-helps from the dealer's standpoint, I've come to the conclusion that the average dealer's lack of appreciation usually can be traced back to some failure on the part of the manufacturer to get the dealer's viewpoint.

The dealer is in close touch with the consumer. If he is a "live" dealer he knows what sort of an appeal is going to impress his customers. He's glad to get any sort of help from the manufacturer or jobber that will help him increase his business. He will co-operate with that jobber or manufacturer and push his particular lines. But the one supplying the "dealer-helps" must get the dealer's problems from the dealer's viewpoint before he can supply intelligent, efficient aid, and it has been my observation that there is where the difficulty exists.

Take the matter of illustrations. There is no more valuable aid that can be supplied the dealer than good illustrations for use in his advertising. I am constantly on the lookout for good cuts supplied by manufacturers that will illustrate the lines we carry in our store. And yet the other day I threw away a dozen electrotypes sent me by one manufacturer because they were of too fine a screen for newspaper use. There's nothing to equal the simple line drawing for newspaper use. It doesn't fill up with ink and appear as an unsightly blot in the advertisement. And yet a great

many of the electros I receive are of this fine-screen variety, and they go to the waste-basket because of it. Electros cost too much these days to meet with that fate.

I've often wondered, too, why more manufacturers don't supply matrices instead of electros. The cost is much less, and they're much more convenient for the dealer to handle, while the cost of postage for mailing them out is infinitely less than for mailing mounted electros. Of course, there are many dealers located in towns where newspaper facilities do not permit of the use of mats, but practically any daily newspaper can use mats as conveniently as electros.

A month or so ago a manufacturer loaned us a large electro to use in featuring a sale of aprons bought from him. The cost of mailing that electro to us and returning it would have paid for half a dozen matrices.

QUANTITY MUST BE SUFFICIENT,
AND STORE'S NAME APPEAR

Small folders and booklets to be inserted in letters and statements to customers are another form of "dealer-help" greatly appreciated. We use a great many of them every month. The chief criticism of most of those supplied us by manufacturers is that they are too much an advertisement of the merchandise and too little an advertisement of the dealer that sells the goods.

We will not use any insert that is not imprinted with our own store name and location. And we want that imprint prominently displayed. It should be. When we send out, for instance, an insert advertising a particular line of corsets we want it to tell every good thing about those corsets. That's up

to the manufacturer who prepares the insert. But we want every woman who gets one of those inserts and reads it to be equally impressed with the fact that we sell those corsets.

One corset insert we received this spring was splendidly written and illustrated. But our store imprint was so cleverly hidden away on an inside fold that it could easily be missed. In fact, when I showed this insert to a member of the firm he objected to its use because it wasn't imprinted and I had to point out the store imprint to him.

From our viewpoint an imprint that is difficult for us to find is going to be even more difficult to find by the women who read it. And since this same line of corsets is carried by another firm in our city, we decided not to use the folder. Instead we used one advertising another line of corsets, equally well designed and illustrated, but with our store imprint on the outside where it couldn't be missed.

Another manufacturer of a nationally advertised article of women's apparel sent us a sample folder which is the most attractive "dealer-help" I have seen for a long time. It is printed in color, well written, beautifully illustrated and the dealer's imprint is well displayed. I requested 3,000 of them to send out with our monthly statements to our credit customers. Surely that would have been good distribution. And yet I was informed that the inserts were too expensive, and I couldn't have more than 1,000. We would even have been willing to pay something for this insert to help the manufacturer bear the expense. But he didn't suggest this to us, so we did not order any.

It would seem that a dealer-help that is too expensive to be supplied for judicious use is too expensive to be produced at all.

The manufacturer of a toilet preparation known from New York to San Francisco offered us some color inserts imprinted with our store name. We requested 3,000, stating that we would use

them to send out with our monthly statements. Two letters followed, each endeavoring to impress us with the fact that these folders were "very, very expensive." And so they were.

But when they arrived they were an eighth of an inch too wide to fit in the ordinary letter-size envelope. I promptly wrote the sales manager of the company, telling him I would be unable to use his insert and why. The reply indicated an irritated state of mind, and I was assured that the company had been using this size folder in its own mail for the past eight years.

It developed that the company used an envelope somewhat larger than is found in ordinary commercial usage, and it had taken eight years to discover that the insert that fitted these envelopes didn't necessarily fit those of every other firm.

To do the sales manager justice, he did offer to have enough envelopes printed at his expense in a size that would admit the insert. But I had already decided that the inserts were too good to be entirely wasted, and had used them for package inserts during a big one-day sale.

But this merely brings out the point I make. The manufacturer bringing out a dealer-help should thoroughly consider the use the dealer will or can make of it, and should be sure there is nothing in the design or shape of his folder that is going to work against the best distribution.

Here have been considered but two of the many forms of dealer-helps. But the same general rule applies to all. To the man who writes or pays for dealer-helps I would say, consider yourself the dealer's assistant, don't merely regard him as yours.

Dealers need all the help they can possibly get in these strenuous reconstruction days. And they're going to remember the house that extends them the aid. But because this is a day of strenuous competition they're going to be chary of accepting any help that doesn't offer them the maximum of results.

ALMOST THREE OUT OF FIVE

In the Omaha forty mile radius there are 84,000 families, and the official paid circulations of the three Omaha papers in that territory were as follows in the year 1918:—City and Suburban—

	Daily	Sunday
World-Herald	47,610	38,566
Next Paper.....	37,809	25,679
Third "	30,403	24,186

The Daily World-Herald goes to almost three out of every five homes in the forty mile territory.

TOTAL PAID CIRCULATIONS

	Daily	Sunday
World-Herald	80,098	64,992
Next Paper.....	80,036	59,014
Third "	62,106	54,050

The World-Herald is sold to subscribers at the highest average rate of any Omaha paper. In the first four months of 1919, the World-Herald led the next Omaha papers in volume of clean paid advertising by 1,055,194 agate lines (45% lead!) and gained more than the others both combined!

Nebraskans and Iowans have plenty of money and are good spenders.

Our Service Department will be glad to give you accurate information regarding your product in Omaha. No charge.

THE WORLD-HERALD

Most News

Most Ads

All Clean

HARRY DOORLY
Business Manager

O'MARA & ORMSBEE
New York and Chicago

FULLER & SMITH is looking for an executive whose experience, ability and personality render him competent to handle accounts in accordance with our standards of service.

The paramount considerations with us are creative ability plus the ability to work with and use the creative, administrative and productive ability of a trained organization.

The Senior Creative Men, or account executives in Fuller & Smith, stand on a par in the fullest opportunity for initiative and self-expression.

Their only restrictions are those which are mutually self-imposed in loyalty to the policy of an organization.

They are able to render a complete service, for they have back of them fully equipped departments of Design, Research and Investigation, Selection of Media, Mechanical Production and Administration, each under able leadership, responsible only to the President and Board of Directors.

Since our success, such as it is, is achieved by organization and co-operation, we naturally must be assured

that any man who casts in his lot with us can make good.

He must know the value of an executive's time, and how to get the most out of the time of others, so that his own is employed to the best advantage.

We want a man who will be happy with us, because he believes in the policy of doing business and the standards of service in which we believe, and because he has as confident a belief in the opportunity which this work has for him personally.

We are very much in earnest in this, and trust that no man will reply to this advertisement until he has read it carefully and is fully convinced both that this is the place for him and that he is the man for the place.

In that case, if you are the man, write us as fully as possible about yourself, stating your experience.

Fuller & Smith
Advertising Cleveland



PART OF THE SAN PEDRO FLEET

POWER BOATING

and

The Fishermen of San Pedro

The fish harbor of San Pedro is one of the busiest places along the Southern California coast. More than \$300,000 was spent by Los Angeles for its construction. The harbor has an area of 40 acres with a 1600-foot wharf and another wharf of 1200 feet in process of construction.

About 1000 power boats are engaged in fishing out of this port. Many of them are built and operated by Japanese, who sacrifice everything for lightness and speed. They put to sea with a crew of from three to six men in boats ranging from 45 to 60 feet. Most of them are equipped with engines of about 50-horsepower and they are capable of from nine to ten knots an hour. The catches run from one to 22 tons.

We show a picture of a corner of this thriving harbor, with its multitude of boats. It brings before you vividly the places where **POWER BOATING** is read and appreciated as a real business help.

Let us tell you about our circulation among the boats that work.

Member Audit Bureau of Circulations and Associated Business Papers.

Published Monthly by

The Penton Publishing Company
Penton Building, Cleveland

Power Boating
The Foundry

The Marine Review
The Daily Iron Trade and Metal Market Report

The Iron Trade Review
The Iron Trade and Metal Market Report

The Liquid Veneer Cow Brings Home the Bacon

Advertising That Aroused Mixed Comment Sold Furniture Polish Galore

By Lloyd Mansfield

Of the Buffalo Specialty Co. ("Liquid Veneer").

"I SAY that cow advertising is rotten! The man that got up that idea is clean daffy for sure. The idea of showing a picture of the World Champion Cow to sell Liquid Veneer!" Business of shaking head sadly. "Tell me, does that cow give Liquid Veneer or do you keep her all shined up with it, or is there milk in Liquid Veneer? I think there is more 'bull' about it than cow, anyhow."

"Oh, it's just another example of playing on the President's vanity, giving his pet hobby a share of the limelight, perhaps to get him to increase the appropriation or keep on the right side of the 'Big Chief.' I can see right through it."

"You can't tell. Maybe there is something big behind it, some particular quality of Liquid Veneer which this advertising is leading up to. I shouldn't wonder but that they are getting ready to spring a sensation later on."

"I've got a suspicion, boys, that there is a deep and ulterior motive in this advertising. Liquid Veneer is being prepared for prohibition times and they have hired the cow to put the 'kick' in it."

And so on. Those few examples will give you an idea of the kind of comments heard from time to time on our recent Liquid Veneer Cow advertising. "Rotten" seems to have been the favorite expression of most advertising men and, peculiarly enough, that expression was limited almost entirely to advertising men. Once in a while some one did defend it, which rather surprised us.

Now there is quite a story behind this campaign.

The entire cow campaign developed from a thought briefly expressed by the president of our company, Oliver Cabana, Jr. It

was to the effect that he had such a wonderful success with this particular World Champion Cow, Segis Fayne Johanna, that he felt there would be lots of other people interested in the great results she had accomplished, outside of the relatively few breeders who knew all about her. Here was a cow, the leader in raising the standards of milk and butter productivity, paving the way for increased production from our herds in days to come, performing a great service to mankind by inspiring farmers and dairymen to greater efforts. There was a wonderfully interesting and educational story to tell about her.

CLOSELY TIED TOGETHER

And, after all, Liquid Veneer was responsible for this cow. She was bought and developed by money made from it. If it hadn't been for Liquid Veneer, Segis Fayne Johanna would never have been Champion of the World nor would she have become the really great benefactress that she is today. Here, in itself, was a very interesting story to tell.

We began to see possibilities that we had never dreamed of. We expected some ridicule, of course, if we adopted such an unusual campaign, but we couldn't see how it could possibly harm the sale of Liquid Veneer. There was nothing in the association with the cow that could lower the estimation of Liquid Veneer in the eyes of the public, as will be explained later.

We had to consider the effect of this odd campaign upon our own sales force, our distributors and the ultimate consumer. We didn't consider its effect upon advertising men, experts, critics, authorities, etc., for after all, we

couldn't see how their opinion, most likely adverse, could in any way make any difference in the success of the campaign.

We had an idea that this cow advertising in the hands of our salesmen would prove an effective lever for getting the dealer's interest because we pictured the dealer as just as human as any one else and the first thought in his mind would be "What has that cow got to do with Liquid Veneer?" thereby opening the way for our representative to tell him the whole story and make the point that everybody else was going to be interested in this same question. That meant that it would be thought about by the dealer's customers and would make it much easier for the dealer to increase his business by suggesting it and the cow by means of counter and window displays.

INTEREST GREW INTO ORDERS

We greatly underestimated the power of this weapon in the hands of our salesmen. They have been able to use this story of the cow with wonderful effect because it was so different, so human, so simple for the dealer to understand that his customers would be interested just as he was. We have found dealer after dealer who was anxious and proud to have the picture of the \$150,000 World Champion Cow in his window and be given the opportunity of sharing his knowledge of her connection with Liquid Veneer with his customers.

I will illustrate the use our salesmen have made of this advertising by just one of the many incidents that have come to my attention. One of our salesmen had been calling on the proprietor of the largest hardware store in a certain city for nearly five years and had never been able to interest him. The best he could get was a gruff "Good morning" out of this dealer who would immediately turn around and walk away from our man and leave him cold. Couldn't even find out why this dealer was apparently "sore."

Well, after our man had got

back to his territory armed with his cow advertising information he called on this dealer again. This time he got the same cool reception, but he went a little farther, took a chance and when the proprietor turned around and walked away, our man kept right at his heels. When the dealer reached his office, our man tapped him on the shoulder and said something like this, "Mr. Jones, did you ever see a picture of the saleslady, worth \$150,000, who is working for us, selling Liquid Veneer? I think her picture would interest you—and she isn't ten years old yet."

Wonder of wonders, the dealer showed signs of life and turned around. "What are you talking about? Are you crazy?" said he.

"Not at all," replied our man. "Just see here, this is her picture." And with that he showed the dealer the picture of the cow and you can guess the man's amazement when he saw who the "saleslady" was. Our man had him then, told him the story about the cow, how wonderful she was, why she was being advertised with Liquid Veneer and walked out of the place with a substantial order. He had got under that man's skin—and the cow did it, nothing else. If it has happened once, it has happened a thousand times and if the cow advertising accomplished nothing more than that we would have been greatly pleased.

Now then, its effect on the distributors, the jobbers and dealers. I have touched on this somewhat and pointed out how easy it has been to get the buyer's attention and interest. One interesting phase was that few distributors ever made fun of the idea. They were amused, many times, but they didn't think it was crazy or hairbrained or anything of the kind. They simply saw in most cases how it caught their interest and figured it would do so when presented to their customers.

Our jobbers and their salesmen of course have been interested, but it was with the little dealer that we have been able to get this

(Continued on page 105)



INDIANAPOLIS RADIUS
most easily cultivated market in U.S.



14th retail city in U.S.

MORE retail business is done in Indianapolis each year than in Cincinnati, Milwaukee, Newark, New Orleans, Washington, Minneapolis, Jersey City or Kansas City—all larger in actual city population. Though twenty-first in population, Indianapolis is fourteenth in America in volume of retail business, according to latest statistics of A. A. of A. A.

The densely populated Indianapolis Radius, closely linked to the city by a network of interurbans and railroads, makes Indianapolis so important as a retail center. A million and a half people live within shopping distance of the retail district.



"I will not take your time further to express my sincere appreciation of the most commendable way in which your report has been made . . . the information given will be held strictly confidential."

—Sentence from four-page letter from one of largest toilet preparation manufacturers about confidential trade investigation made by Merchandising Service Department.

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

The News six days a week publishes practically as much advertising as all other Indianapolis papers combined including Sunday papers. It has been doing this for 50 years.



Great Names

In every profession, every science, every art, every line of industry, there are a few great, outstanding names.

You cannot think of jewels without thinking of Tiffany, of electricity and forget Edison, tires and not remember Firestone.

Ask any group of business men to name a few advertising agencies at random.

Almost invariably you will hear Critchfield & Company mentioned among the first.

We feel that we have earned our position. We have built a great organization, but our growth has been sound, solid and substantial, extending over a period of more than a quarter of a century. Our own great name is a result of the great names we have built for others.

We are naturally proud of the fact that we are handling some of the largest campaigns now appearing, but we are still more proud that a considerable number of these have been developed from small beginnings.

All our resources are at the disposal of any advertiser—large or small—actual or prospective, *provided only*—that we can find a common meeting point of absolute mutual faith in the future of his proposition.

Critchfield & Company

CHICAGO NEW YORK BOSTON
DETROIT MINNEAPOLIS



*Drawings & Typography
with this mark will enable
advertisers to estimate the
quality of work produced
by*

THE REBELLE STUDIOS

*23 East 26th Street
New York City*

campaign across strongest. It didn't matter whether he was in a big city or a country cross roads—he wanted the picture of the cow for his window and one for his counter. And every picture or cutout of the cow so displayed carried a message for us. It wasn't a case of forcing a display on the dealer—it was a case of our getting many times the display we ever had before simply because nine-tenths of the display was cow.

HOW ULTIMATE BUYERS WERE AFFECTED

We come now to the consumer and the effect of this advertising on him—or her, to be more correct in our case. When we planned this cow advertising, the whole campaign hinged mainly on the consumer and we tried to anticipate how this cow was going to impress her. We did a little investigating, but didn't secure much light and then went ahead and took a chance. We wondered a whole lot about the success of the campaign and we banked heavily on one trait of human interest—more common in women than in men, I believe—*curiosity*.

In our fall campaign we ran this cow advertising in black and white and in colors in a good sized list of women's magazines, supplemented by various forms of local advertising that we have found profitable. In all of this advertising we aimed to arouse curiosity, but not go far enough to satisfy that curiosity in any of our ads. We simply offered a booklet to the reader telling in detail of the connection between Segis Fayne Johanna and Liquid Veneer, telling also how this wonderful cow had been developed, how she attained her wonderful record, and a lot more interesting information, introducing incidentally a very complete story of the rise and growth in popularity of our product. This story was written personally by Oliver Cabana, Jr., president of our company. This booklet he named "A True Story of Two World Champions" and our fall advertising

campaign brought an avalanche of requests for the story, which was sent, free. This was our first indication of the success of the campaign with the consumer.

These requests also brought with them letters of congratulation to Mr. Cabana, poems and tributes to both Liquid Veneer and the cow, letters of ridicule and good-natured criticism from advertising men, etc. One thing we insisted upon as a condition necessary to securing the booklet was that the reader was requested to tell us what in his or her opinion was the strongest feature of the advertising. We felt that this would cause the reader to study the ad carefully and we are convinced that many of them gave it more attention than they ordinarily would have for this reason.

We analyzed all of these responses we got and were greatly surprised to find out that 50 per cent of them came from men, although practically all of them could be traced to advertising in women's magazines. Another point of interest was that the people in towns of less than ten thousand population showed but little more interest than people in the larger communities in proportion to the distribution of the circulation.

We came to the conclusion quickly that the association of the cow with our product could in no way react against the sale of the article. Yet we didn't feel that we could devote all of our space in our magazine ads to telling about the cow and nothing about the product. In every ad of any size we always worked in a paragraph or more about the latter and this balancing of attention seemed to prove effective. *We know positively that there has been an increase in demand for the product by the consumer after the appearance of this advertising.* We can't give any scientific explanation of exactly why this has happened except that the cow caused our ads to be read more thoroughly, resulting in our little story reaching more possible buyers.

This spring our advertising took the form of a contest and this was worked out for the purpose, primarily, of getting an even wider distribution of our booklet, because that booklet is such a convincing silent salesman. The object of this contest was that the contestant submit to us a list of not more than eight possible similarities between Segis Fayne Johanna and the product we advertise. Such similarities we pointed out might include "Both Are World Champions," "Both Are Owned by the Same People," "Both Are Doing Great Patriotic Work," etc. The reader of the ad if interested was to send to us for a copy of our booklet, containing many suggestions of help. A copy of the Rules of the Contest went along with the booklet.

The prizes offered are liberal and run from \$1 each up to the first prize of \$500, fifty cash prizes in all. The contest closed June 1, and a beautiful colored picture of Segis Fayne Johanna was sent to every contestant, free.

Therefore, in order to compete, the contestant had to secure our booklet and read it from cover to cover. That's the main thing we were after, although a secondary gain to us was the many valuable suggestions that we have received.

Another big result of this contest will be the associating of that cow with Liquid Veneer, in such a manner that the impression will be lasting. And we get all of this advertising *free* in addition to that which we are paying for in the various mediums. Every person who receives the booklet becomes an authority on our product.

Another result of this contest has been the stimulus it has given to sales for we know of instances where people have made purchases in order to tell if the smell of it, taste or appearance might give them some help in this contest. One little fellow down in Texas, hardly able to read, asked a dealer for a bottle to feed to his calf.

The contest has enabled our

salesmen to go around to our trade this spring and tell the cow story all over again in a different way and the contest has appealed to many dealers to the extent of giving us thousands of window displays.

It is not our policy to publish figures but the entries in this contest have been pouring in by the thousands and we realize there is much more real brain work required to enter this contest than is usually the case. But this very fact we believe has been instrumental in eliminating a vast lot of children and comparatively uneducated people who would not be prospective customers anyhow.

One thing I have failed to mention and it is one of the most important, to my mind, is the way in which the public has grasped the idea of *quality* from this advertising. By that I mean that the World Champion Cow has helped raise the standard of Liquid Veneer to some extent because many people have told us that they are convinced that a man who was satisfied with no less than a World Champion in the cow line and whose entire stock-breeding operations were on quality lines only, certainly would not be content with anything less than the World Champion preparation for cleaning and brightening pianos, furniture and woodwork.

And after all, the sales sheet is what tells the story. Figures I can't give, but I am stating it modestly when I say that this advertising has increased our business far more in the last eight months than any advertising we have done in recent years has increased it in one year. At times, near the beginning we sometimes wondered what the result would be, but our fondest expectations have been greatly exceeded and the sales record tells the story. We have analyzed this from all angles and we are convinced that we have the cow to thank for all of this excellent increase. After all, she is one fine saleslady.

Moral: Hitch your copy to a cow—but be sure she is a star.

First Four Months of 1919 Break all Records in OKLAHOMA

Gaining momentum during the first four months of 1919, business in Oklahoma smashed all records! In state banks, representing only one-third of Oklahoma's banking resources, savings increased at the rate of one million dollars a month. Assets of two Oklahoma City Building and Loan associations leaped 25% from January to May, a gain of \$1,208,671.96—almost surpassing any previous year. Bank clearings weekly show increases of from 20 to 30%.

Mr. Advertiser: These are *positive* indicators of the *wealth* of Oklahoma—a *responsive* market holding unusual sales possibilities. Send for 32-page book "Visualizing Oklahoma as Your Market" for authentic sales data. Free to agency and sales executives; price to others, \$2.

Merchandising Department

THE DAILY OKLAHOMAN

"Oklahoma's Morning Newspaper"

OKLAHOMA CITY TIMES

"The Evening Paper of Oklahoma"

Represented by

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City San Francisco

Advertising to Lessen Preventable Fires

National Board of Fire Underwriters Makes Start in an Effort to Educate the Public in Need of Greater Care to Prevent Fires

BY taking full-page single insertions in several publications of general circulation, the National Board of Fire Underwriters, New York, has started what undoubtedly will develop into its most potent and extensive force of publicity. And that is national advertising.

The Board has for a number of years carried on an extensive educational campaign against fire. Because of limited funds it has had to depend chiefly on booklets and bulletins to carry its message to the people. One case that points out the work done along this line is in the distribution of 250,000 pamphlets through the schools. Since the outbreak of the war it has prepared special booklets for the Food Administration and the Council of National Defense on what precautions to take to protect grain elevators and industries. These booklets were particularly effective in preventing serious losses by fire to the Government, at a time when such losses would have been counted in human lives. An investigation and analysis of the fire losses for 1916, amounting to \$208,705,340, put strictly preventable fire causes at \$60,466,054, and partly preventable at \$99,606,293, while the balance as unknown fire causes, were probably largely preventable.

Because a large percentage of all fires are preventable by just ordinary carefulness on the part of the public, the Board is striving to make it realize its obligation in this respect. In the past the Board has co-operated almost entirely with other bodies and organizations. These have in turn covered their respective localities

with highly gratifying results. But there yet remain many who have not been reached by these efforts, and who can undoubtedly be most effectively brought into line by advertising. The Board, notwithstanding, has not made any appropriation for advertising of this character. H. C. Brearley, publicity director of the Board, however, considers national advertising as the best means of educating the individual to his duty. Acting upon his advice, an unexpended balance of an appropriation was invested in space, which represents the present campaign. Of course, Mr. Brearley realizes that single insertions cannot produce extraordinary results, but this advertising will in his opinion be an object lesson to the Board and also will serve in educating it to the great possibilities of this kind of educational publicity.

One of the advertisements appearing in a national weekly cites some appalling figures on fire losses. Property to the extent of \$290,000,000, and 15,000 lives are the yearly toll, according to latest statistics. Increased thought and carefulness is urged to reduce this enormous loss. Booklets are furnished upon request which give detailed information on how to prevent fires.

Inquiries have been received, through the advertising, from various parts of the country, and it seems quite likely that returns will come up to expectations.

How soon the Board will be ready for national advertising on a large scale is a moot question. With so many other urgent and vitally necessary obligations to meet, an extended campaign apparently, will be delayed.

Joins Finney Advertising Company

Captain J. G. Sample of the 89th Division, A. E. F., has recently received his discharge from the army and has become associated with the W. B. Finney Advertising Company, Kansas City, Mo. He was formerly connected with the Kirby Lumber Company, Houston, Texas.

JOHN
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JOHN



Johnston Overseas Service

Advertising

The Audience Is Waiting

Are you on the program? Buyers of American goods—and the export field is full of them—can't know of your proposition unless you tell them.

We advocate practical methods in foreign publicity. Advertising directed through proper channels and so expressed and presented as to strike a responsive chord.

We are distinctly an American organization, devoted **EXCLUSIVELY** to **FOREIGN ADVERTISING** and absolutely unbiased in the selection of media. Co-operation is extended to manufacturers and advertising agencies interested in building up export trade on sound principles of merchandising—based on 42 years' experience in the business of successful foreign trade development.

Special Up-to-the-Minute Cable and Mail
Reports Direct from Our Own Representatives
Now Working in France, Belgium and Italy.

SERVICE PERFORMED

JOHNSTON OVERSEAS SERVICE
plans, handles and places advertising abroad.

Reports on the market conditions in any foreign country as relating to your particular product.

Selects the most suitable local foreign advertising media.

Places such advertising at the lowest possible rates.

Prepares suitable copy, lay-outs, cuts etc., particularly in foreign languages.

Handles all details, such as translations, electrotypes, proofs, checking insertions, foreign payments, etc.

Supplies without cost selected lists of dealers in foreign countries.

Furnishes a confidential Weekly Bulletin of inquiries for American products.

Ask us to send you our interesting pamphlet "1-A" on media

JOHNSTON OVERSEAS SERVICE, 277 Broadway, New York City

Phone: Worth 2049

The World's *Greatest* Million

IT'S a million people! Eighty-nine thousand in New York City—twenty thousand in Boston—twenty thousand in San Francisco—twelve hundred in Peoria—fifteen hundred in Trenton—twenty-six in Hawley—and so on in more than twenty-four thousand great cities, towns and hamlets all over the United States—a million people!

A considerable portion of this million, each month, performs the *same* identical act, is moved by the *same* impulse, actuated by the *same* motive.

They walk up to the thousands of news-stands of America, and say "I want a copy of *Cosmopolitan*." They lay down a quarter, and, if the dealer isn't sold out of *Cosmopolitans*, they walk away with the best magazine that it is possible for the greatest publishing organization in the world to produce.

To publish in *Cosmopolitan*, month after month, the best work of the greatest writers in the world—such writers as John Galsworthy, James Oliver Curwood, Peter B. Kyne, Fannie Hurst, Arthur Somers Roche, Rupert Hughes, Robert W. Chambers—is a remarkable achievement.

But here is the greatest achievement of all—unparalleled in the history of magazine publishing—the achievement that firmly establishes *Cosmopolitan's* supremacy—

It takes from their desks, from their plows, from their homes, from wherever they may be, at work or at play, a million Americans—

COSMOPOLITAN'S own supremacy



THIS is a photograph of 24,000 cards. Each of these cards represents a city, town or hamlet in which *Cosmopolitan* has readers. Some of the cards show that only a single member of the community is reading *Cosmopolitan*; other cards show thousands—tens of thousands—and the New York City card indicates nearly 100,000.

It influences them to engage themselves in a considerable amount of physical exertion every thirty days in order to get a copy of a magazine.

That is the greatest achievement of all!

It makes *Cosmopolitan's* million the world's *greatest* million because it is a million that knows the best—wants it—and is willing to go out of its way to get it.

insures supremacy for its advertisers

PEACE-TIME MARKETS

For War-Time Production

War conditions forced many manufacturers to expand their plants and largely increase production. Few sales organizations are now adequate to market this increased output during peace times.

To pay dividends on advertising investments and to maintain war-time production in face of keen competition on staples will require careful planning and sound merchandising counsel.

We can suggest practical means of meeting this problem with advertising which reaches the public and which increases the efficiency of your salesmen.

For many years we have specialized in helping sales departments use advertising to increase volume and reduce sales costs.

Mallory, Mitchell & Faust

ERNEST I. MITCHELL
President

(Incorporated)

PAUL E. FAUST
Secretary and Treasurer

Advertising and Merchandising Counsel

Security Bldg.

Established 1904

Chicago, Illinois

Members of the
American Association of Advertising Agencies
Audit Bureau of Circulations



New Labeling Requirements That Affect Many Package Goods

Public to Be Warned to Read Labels Carefully

NO longer can the small-size food package, even though it be of "trial size" or designed as a free sample, go forth into interstate commerce without bearing a statement of the net weight of its contents. This is the effect of a lately issued amendment to the regulations under the Pure Food and Drug Act. Under the new restrictions the contents inscription may be omitted from the food label only in the case of packages containing less than one fluid ounce or one-half avoirdupois ounce. This is equivalent to saying that the exemption is so narrow that virtually no packages will escape.

Under the terms of the statute as enacted, food packages denominated as "small" were exempted from the contents labeling requirement. The authorities charged with the administration of the law decided that in the case of liquids a package containing one fluid ounce or less was to be accounted "small" and beyond the pale of the law. Similarly, any package containing two avoirdupois ounces or less was eligible to the "small" classification and exempt from marking. A package not required to be marked in terms of either weight or measure, and in which the units of food are six or less, was likewise accounted "small" within the meaning of the regulations.

That a change has now been made in this programme of labeling requirements is due to conditions born of the war. Certain packers of food commodities, notably spices, which have in recent years advanced sharply in cost, adopted the expedient of slack-filling packages of familiar size, rather than make a cut in established retail prices, especially the retail prices that had long been pegged at five and ten cents. The outcome of this practice was that

complaints in steadily increasing number have reached the Bureau of Chemistry at Washington. These came not only from ultimate consumers, who felt aggrieved by the scanty contents of a disproportionately roomy container, but likewise from certain firms within the trade. These companies found the slack-filling expedient not only distasteful, but they felt that competition allowed them no other alternative so long as the Government condoned the practice.

For years past there have been occasional complaints with respect to a deception practised by means of paneled bottles. It has been the feeling in administrative circles, however, that the situation with respect to liquids has always been well in hand under the regulation that requires marking in terms of measure of every package containing more than one fluid ounce. But recent representations have made it apparent that a more acute situation has existed in the case of food products sold by weight, and that the two-avoirdupois-ounce limit was out of line with the one fluid ounce.

TRICKS THAT ARE CONSIDERED DISHONEST

Exhibits submitted for inspection at Washington by tradesmen who felt that their line was being demoralized have indicated that as little as one or two ounces of spice have, in recent years, been put up in four-ounce packages. In some instances ingenious methods of folding have been employed to cause a short-content container to appear full. In other instances packages have been fitted with sifting tops or other devices which, while undoubtedly a convenience to users, have likewise prevented the consumer from determining whether

or not the package was full at the time of purchase. Men in the trade disapproved the trend to short filling. They complained to the Government that many consumers in their line of trade had long been in the habit when making purchase, of judging quantity of contents by the size of the package. It was argued that unless corrective measures were applied consumer-confidence would be undetermined.

Inasmuch as the Federal Food and Drugs Act does not, according to a recent ruling by the Solicitor of the Department of Agriculture, prevent the slack-filling of food packages, there was no available remedy except to drop the weight limit and this has accordingly been done. It is the belief that the new limit of one-half avoirdupois ounce will catch virtually all food products. Incidentally, the Department of Agriculture is, by means of its channels of publicity, starting a movement to induce purchasers of small-size food packages to read labels carefully and compare the stated quantities on various brands and labels. Paralleling this effort is one with the kindred purpose of requiring the labeling, with statement of quantity, of fruits and vegetables in package form when shipped within the jurisdiction of the Federal law. Meanwhile a general warning is being sent to fruit and vegetable shippers not to "overlook" the label requirements which are duly set forth in the department's Service and Regulatory Announcement No. 21.

Officials of the Bureau of Chemistry tell PRINTERS' INK that one undesirable effect of war conditions is seen in the appearance in the food and drug field of new and subtle forms of adulteration. The grosser forms of adulteration that were encountered some years ago have been eliminated as general trade practices, say the officials. But the stress of the unusual conditions of the past few years has tempted some interests to take liberties with ingredients. It is admitted, however, that there are of record very few instances

in which ingredients harmful to health have been deliberately added to food. Usually it is a case of substituting a cheaper article of food in whole or in part for a more expensive one with the effect that the pocketbook of the purchaser is relieved without any injury to health, and, mayhap, without the purchaser being any the wiser. Sacrifice of food value is, however, held at Washington to be a serious offense. This is exemplified by such forms of substitution as the addition of ground pepper shells to pepper, chicory to coffee, glue to gelatine, and artificial extract to vanilla flavor.

GOVERNMENT CAN ENFORCE ITS REQUIREMENTS.

With this revision of the labeling requirements the Government will be in a position to prosecute, on the score of misbranding, the marketers of short-filled packages. It has already been established that shortage in weight or measure, as stated on the labels, will constitute a case of misbranding. In the past most of the prosecutions for misbranding have been based upon various ruses designed to convey the impression that the labeled article was of higher grade or more expensive quality than was actually the case.

Some rather ingenious expédients have been resorted to. For example, there was the case wherein the label for cans of cottonseed oil carried merely the inscription "Salad Oil," accompanied by a picture of an olive tree and a map of Italy, in simulation of the "atmosphere" of olive-oil production. The label of a widely distributed brand of preserves indicated that the product was composed of loganberries and sugar-syrup, when, as a matter of fact, it contained approximately 25 per cent of glucose. The lure of the word "imported" has been a temptation to misbranding in the case of many food products. Conspicuously numerous have been the instances in which macaroni made in the United States has been labeled as being of foreign manufacture.

The Truth About Advertising in the American Press in Foreign Languages

Business Men like a square deal.

**They do not like to pay more for space than
their competitors.**

**The intelligent advertiser knows an advan-
tage in advertising rates works both ways.**

This Association now represents the backbone of standardized integrity among the recognized leading Foreign Language publications of America. It shows a grouping of publications around an ideal—a fundamental American rate basis—an achievement that will make it possible for the advertiser to *merchandise his space* identically as he merchandises his commodities.

The advertiser may now talk with assurance to a definite proportion of 33,000,000 combined foreign-born-foreign-parentage population of this country *in the language they understand.*

Publications comprising the Association's list are co-operating as is exemplified by the fact that *written into the Association's agreements* is the proviso that all advertisers *shall receive refunds* if by any inadvertance discriminations in rates are made.

The steady increase of business at Association headquarters and branches indicates the success of a policy which means *Service.*

Our research and translating bureaus are ready to furnish trade reports and market Analyses enabling the American advertiser to make the best use of this market.

American Association of Foreign Language Newspapers, Inc.

Woolworth Building, New York City

NOTE.—This Association is under a new American management. Officers: Frances A. Kellor, President; H. D. Mason, Vice-President and General Counsel; Frank D. Gardner, Vice-President and Chicago Manager; S. P. Goldman, Vice-President; H. P. Ingels, Secretary; A. J. Hemphill, Treasurer. Directors: Francis H. Sisson, Chairman; Joseph H. Appel; Coleman du Pont; Don S. Momand; William B. Thompson; Mrs. Cabot Ward.

Advertisers are addressing inquiries in increasing number to Washington under the impression that Federal control of food and drug labels has lately been extended to censorship of the advertising employed with reference to labeled goods but circulated apart from the product. Such a censorship has been proposed and authority for it has been asked of Congress by the chief of the Bureau of Chemistry, but to date no action has been taken. As matters stand at present the Government has jurisdiction not only over labels but likewise over all statements made in advertising literature or printed matter enclosed with the labeled article or handed out with it, but has no control over advertising matter circulated independently.

Is Your Industry Planning for the Future?

THERE is invested in the capital of the automobile industry an amount said to approximate thirteen hundred million dollars; even if evaporated to dryness the residue would represent a prodigious sum. This year's activity, if it does not exceed last year's, will produce \$1,236,000,000 worth of cars and trucks; if it comes up to that of 1917, it will produce \$1,275,000,000 worth of finished products not to mention the turnover of accessories and supplies. Next year's activity will almost certainly be unprecedented because of the enormous expansion that is planned by most of the larger concerns. There is an apparent intention to make a capital investment of perhaps as much as seventy-five million dollars in plant extension this year and above the additional productive capacity already created as a result of the war. Yet even if the industry were to attain the easily assimilated ratio of a dollar's worth of capital invested, it is questionable whether its position would be one whit better than it is to-day with respect to the not

distant future, and it might even be worse.

With production rising tremendously, materials high and no assurance that they will be considerably lowered in cost, wages evidencing no symptoms of shrinkage, labor restless, the probabilities pointing to fuels becoming progressively more difficult to handle, but no cheaper, and with other indications predicting generally higher operating costs for the consumer, rather than lower, what is the industry doing to pave the way for 1920? Is it uniting in an effort to seek out new materials, or of stretching existing ones to cover new uses? Is it providing improved wage systems, new methods of handling employees, new processes to multiply the profitable effect of labor? Is it devoting a fair percentage of the turnover to fuel research and to study of the control and utilization of combustion? Is it seeking to produce news cars for less than the present products, and at the same time cost less to run?

In some ways the industry is looking very far ahead; in others it is not. Its common error, if it be one, is the assumption that it is so big that its markets alone offer inducement enough to private capital to provide the technical improvements that must come. The thought of a common fund and a common plan of campaign for research along the broadest scientific lines is yet to become popular. The idea of a community of interest in progress is too far advanced, perhaps, even for this present day when radicalism runs riot over the world. Yet there may be something in it.—*Automobile Topics.*

Canton Ad Club Elects Officers

The Adcraft Club of Canton, Ohio, recently held its annual election, with the following results: President, J. M. Markley; vice-president, Chas. W. Wild; treasurer, W. G. Saxton.

Robert A. Burton, Jr., has joined the copy writing and sales department of the Burnet-Kuhn Advertising Company, Inc., Chicago. Mr. Burton was formerly advertising manager of the Dearborn Truck Company, also of Chicago.

**Women Are Writing It—
Women Are Reading It—
Women Are Talking It—**

The Sparkling, Stimulating
HOME PAGE
of the
New York Evening Post

Edited and illustrated by women, for women and mostly about women, it gives their views on events.

A staff of clever writers and artists makes it one of the liveliest pages in newspaperdom.

**News and Views
Wit and Humor
Fact and Fancy**

Each has its place in The Evening Post's daily cross-section of the Feminine Mind. It introduces the woman of to-day—foreshadows the woman of to-morrow.

The Home Page is *one of many* reasons why the New York Evening Post is the Home Newspaper of thinking people.

Manufacturers of

Food Stuffs	Druggists' Preparations
Beverages	Women's Wearing Apparel
Toilet Articles	Household Goods, Etc.

will profit by using The Evening Post to reach an interested, receptive audience of purchasers through the newspaper which they prefer, respect, and believe!

Advertise in the
New York Evening Post

More Than a Newspaper—A National Institution



Sheep Paths or the HIGHWAY!

The "Good Roads" Problem in Advertising

IDEAS, like physical merchandise, travel fastest and surest on broad, firm highways terminating in rich and populous markets.

Ten fiction magazines of a given aggregate circulation form a broader, firmer advertising avenue than one magazine of equal circulation. By the variety of their offerings they more completely saturate all kinds and classes of both sexes thereby most effectively reaching one of the world's richest and biggest markets—made up of aggressive, imaginative humans from all life's walks.



The "ALL-FICTION FIELD"



That is the reasoning
which has prompted big
National Advertisers to
blanket the 1,500,000 readers
of the Ten Magazines composing

"The Field of Greatest Yield"
ALL-FICTION FIELD

Adventure
Ainslees
All-Story

Comprising
Detective Story
People's
Short Stories
Smith's

The Argosy
The Popular
Top Notch

Published by

DOUBLEDAY, PAGE & CO.

THE RIDGWAY COMPANY

THE FRANK A. MUNSEY CO.

STREET & SMITH CORP.

280 Broadway, New York

1152 People's Gas Bldg., Chicago, Ill.

Some Travelers on The "All-Fiction Field" Road

Editors

Dave-Bundy
Durham-Duplex
Gus-Dumskens

Drug, Medicinal, Etc.
Lager Tablets of Aspirin
Blue-Jay
Noble

Typewriters

Oliver Typewriters

Educational

International Correspond-
ence Schools
American School of Cor-
respondence
Mavis Lucius Quinn
Conservatory
American Technical Soci-
ety of Music

King Institute, Inc.
Independent Corporation
Paragon Institute

Talking Machines

Victor
The Brunswick
Sonora
The New Edison

Tobacco Products

Bull Durham
Fatima
Bud
Tuxedo
etc.

Toilet Preparations, etc

Colgate's
Mennen's
Cuticura
Pebecco

ALSO

Eversharp Pencils
Tempoint Pens
Ostermoor Mattresses
Kodak
Boston Garter
Waterman Fountain Pens
Schafer Fountain Pens

**Candies, Food Prod-
ucts, etc.**

Mellin's Food
Postum
Baker's Cocoa and Choco-
late
Life Savers



The Field of Greatest Yield

How The Domestic Servant Problem In England Affects America

At the present moment England is in the throes of the most serious domestic servant trouble she has ever experienced. Servant girls by tens of thousands have left their jobs to go into the munition factories, to get better pay with shorter hours. They are not going back to domestic drudgery.

All the workmen's dwellings in England, most of the middle-class homes, and many of the biggest houses are entirely devoid of labour-saving devices, and they are badly needed now.

America, the land of labour-saving devices for the home, can supply England's needs. England wants vacuum cleaners, hand and electric; carpet sweepers, electric, gas and oil apparatus to save coal fires. She wants breakfast foods, canned goods, all kinds of dainty foods requiring little or no preparation, and she wants them now.

If this opportunity interests you and you will send me full information regarding your goods, I will advise you to what extent they are suitable for the British Market, and if and how they may be altered with advantage.

This is Great Britain not America, and in many ways methods of advertising, publicity and marketing are entirely different. A bad start here generally puts an end to the proposition, whilst a good start just now with the right goods, is about as certain of success as anything in commerce can be.

W. S. Crawford.

W. S. CRAWFORD Ltd.

Advertisers' Agents and Consultants
Craven House, Kingsway. W. C. 2

Telephone

Regent 5069

Church Advertising—How It Can Be Improved

Letter of a Superannuate Clergyman to His Son in the Ministry

(From the *Christian Advocate*)

MY DEAR ELISHA: I see by the paper you sent me that you are to preach to-morrow morning on "A Great Alliance," and to-morrow night on "A Complaint and a Challenge." Now, I don't want to seem hypercritical, but I will say that while that is an interesting bit of information it doesn't give me or anybody else the slightest idea of what you are going to talk about, and, as I understand it, that is the basic purpose of the published subject. In fact, if you were the advertising man for a firm of which I was the head and put out any such stuff as that in the endeavor to induce the public to buy our goods you would be discharged at once. Can you imagine an intelligent business house flooding the country or filling up the back pages of periodicals with announcements which left the people in doubt as to whether the article advertised was a new kind of linoleum or a predigested breakfast food?

In fact, it seems to me that the time is ripe, if not somewhat overripe, for a genuine revolution in the matter of church advertising. The value of publicity seems to be almost universally recognized. Every sane man realizes that there is no virtue in condemning his church to self-imposed obscurity. The city newspaper has supplanted the bell in the business of letting the people know that the house of God is open for business, but nine preachers out of every ten have a long way to go before they master the most elementary principles of advertising. The ordinary page of "church notices" is about as interesting as a list of real estate transfers and about as illuminating as a flashlight with the battery used up. For example, here are a few of the sermon subjects advertised in to-day's *Express*, some

of them in display type: "Amalek Amuck," "When the Wife Wishes She Were Single," "What Does God Look Like?" "A Forgotten Secret," "At Close and Long Range," "A Theological Triumph," "The Telling of It."

CAN'T TELL WHAT IT'S ALL ABOUT

Now, my criticism of those subjects is not that the first two or three are cheap and tawdry. They are, but that need not disturb us, for the vulgarization of pulpit topics for the self-evident purpose of getting sensation lovers to church is growing beautifully less every year. The imitation of the sporting page for the sake of superficial numerical results is no longer characteristic of the Christian ministry, even at its cheapest. No, sir; my criticism of those topics is that most of them are so vague that they wouldn't enlighten the most interested. Like your own, they do not give the slightest suggestion of what the preacher intends to talk about, and, consequently, they are absolute failures as factors in church publicity.

The sole purpose of the public announcement of the sermon topic is information—it is to so put before the people the preacher's line of thought that they will understand what it is all about and want to hear it—and if it fails in that it has no excuse for being.

That is the strongest argument for the use of the theme instead of the topic. Dr. Hillis, of Brooklyn, and Dr. Judkins, of Glens Falls, may go to the extreme in that direction, for their published topics are almost outlines of their discourses, but they certainly are on the right track. "The Place of Jesus Christ in the Economic Life of the Race and the Revolutionary Result of the Application of His Ethical Teachings to the Present Social Order" is a subject that, for the purpose of an

aggressive Christianity has vast advantages over "Tried, Convicted, Condemned and Executed," or "Since Christ Came," or "Sacrifice."

It has puzzled me, too, to understand why the pulpit to-day makes so little use of biblical phraseology in the formulation of sermon subjects, while the novelist and the short-story writer are making greater and greater use of that inexhaustible mine of striking symbol and glowing imagery. There is something tragic in searching the church notices only to be confronted with "If I Were a Woman" or "Popular Fallacies" and then turning to the book shelves to discover "The Far Country," "The House of Mirth," "The Inside of the Cup," "A Certain Rich Man" and "The Four Horsemen of the Apocalypse." In all sincerity, do we find anything to excel those striking phrases, "The wages of sin," "The double-minded man," "The deceitfulness of riches," "The goodness and the severity of God," "The church the household of God," "The man whose sin is covered," "The perfect law of liberty"? And the tremendous thing about those and the thousands of others contained in that Book of books is that they appeal to all sorts and conditions of men and can easily be built into definite themes of universal modern interest.

THE LARGER THINGS

And that leads me to say that my chief criticism on the average published sermon subject goes back of the form to the substance, back of the subject and its phrasing to the sermon itself. Doesn't it impress you that the sermons of the present time deal mainly with the subsidiary and minor aspects of life and truth? And doesn't it seem to you that this has come about not because the preachers are terribly busy men—which is absolutely true—or because the people have lost interest in Christian doctrine, but because the preachers have lost faith in man and his capacity for the deepest and largest truths? For example,

here are some of the best topics in to-day's paper: "Do I Know How to Live?" "Are the Men of the Churches Making Good as Christians?" "What It Costs Not to Be a Christian," "What the Church Can Do for the Ex-Convict." Now those have the virtue of simplicity and definiteness. But put them beside Chalmers' "The Expulsive Power of a New Affection," Bushnell's "Every Man's Life a Plan of God," Robertson's "Obedience the Organ of Spiritual Knowledge," Tillotson's "That God Is the Only Happiness of Man." Put them beside any of the sermons of Bishop Foster (who said he always chose great themes), or of Matthew Simpson, and it is evident at once that most of them lack that element of largeness and spiritual scope which makes preaching mighty and compelling. Of course, a busy modern pastor's regular weekly utterance cannot with fairness be compared with the pulpit masterpieces of all time, but I do think that Brooks was right when he said that "this conception of preaching as the telling of a message . . . would give to our preaching just the quality which it appears to me to lack now. . . . I mean largeness of movement, the great utterance of great truths, the great enforcement of great duties, as distinct from the minute, the subtle, the ingenious treatment of little topics, side issues of the soul's life, bits of anatomy, the bric-à-brac of theology." That is the point exactly. When we come to see ourselves as messengers hurrying to lost men and women to tell them about God and the Redeemer; when every public utterance is the fruit of a definite and distinct purpose, we will pass from the lower plane to the highest and we will deal with truth and life in the large.

If anybody tells you that the world doesn't want such preaching, don't you believe them. As I started to say awhile ago, one of the greatest blunders of the modern pulpit is its doubt of the average man's spiritual and intellectual capacity. It means something that

—after all, results count.

FIRST

ESTABLISHED 1910 — RECORDED A NATIONAL DISTRIBUTION AND SALE TWO YEARS IN ADVANCE OF ANY PUBLICATION OF LIKE CHARACTER.

FOREMOST

POSITIVELY THE LARGEST CIRCULATION—OVER 350,000 NET PAID COPIES MONTHLY. PROGRESSIVELY EDITED TO INTERPRET THE WORLD'S CHIEF RECREATION.

FINEST

ACKNOWLEDGED THE BEST BY THE AMERICAN PUBLIC, WHO PROVE THIS BY PURCHASING IT 2.8 FASTER THAN ANY OTHER PUBLICATION IN THE FIELD.

MOTION.PICTURE.

MAGAZINE

DUNCAN A. DOBIE, Jr.

Director of Advertising

Western Manager
ARCHER A. KING, Inc.
Peoples Gas Building
Chicago, Ill.

Eastern Manager
RUFUS FRENCH, Inc.
1133 Broadway
New York

New England Manager
METZ B. HAYES
Little Building
Boston, Mass.

whole multitudes of the so-called laboring classes are reading economics, sociology, philosophy and kindred subjects. It means something that a whole vast spiritual movement has grown up outside of and absolutely independent of the Church. It means something that tens of thousands of good, true men, when they think of Christianity at all, think of it as slavish obedience to a set of petty, negative ethical rules. It means that men *are* thinking of the eternal verities, that they *do* want life, and that they will come to church when the men in the pulpit stop talking about "Why Men Don't Come to Church" and begin proclaiming Christianity as life and Christ as the source of all that is noble, proclaiming it thoughtfully, positively in a large and urgent way. Your affectionate father.

ELIJAH BARSTOW.

Underwear Manufacturers Standardize Sizes

Athletic underwear manufacturers, at a recent meeting in Chicago, decided to place upon the standard-sized garments made by them a stamp which reads as follows:

"International Association of Garment Manufacturers guaranteed standard size athletic underwear, Group A."

The adoption of standard sizes by the manufacturers was agreed upon some time ago at a meeting of the group in New York, and the stamping of the garments will give a conclusive guarantee to the consumer that the garments have been cut in accordance with the standard specifications and have not been "skimped" in any way.

In order to use this stamp, manufacturers must pay the secretary of the association \$100 to secure a permit. It was announced that if any manufacturer misuses the stamp by placing it on undersized garments the secretary is instructed to publish his name in a newspaper advertisement.

French Publishers Organize

A number of leading French book publishers have organized under the name of Société Mutuelle des Éditeurs Français. The association has begun with a capital of 100,000 francs. It is the purpose of the organization to increase the service of its members to dealers, and to add customers to their lists by advertising. Economy in buying raw materials was another inducement to organize.

Indiana to Have Co-operative Crop Reports

The Indiana Legislative Reference Bureau was recently authorized by the Governor to enter into a co-operative agreement with the U. S. Department of Agriculture for the purpose of starting a co-operative crop-reporting service.

The following statement was issued by one of the directors of the new service:

"The official crop reports to be published by the co-operative crop-reporting service under the auspices of both the State and Federal government will be of direct interest and value to every farmer in the State because without such reports, speculators interested in raising or lowering prices of farm products issue so many conflicting and misleading reports that it will be impossible for anyone, without great expense, to form an accurate estimate of crop conditions and prospects. The farmer would be left almost entirely at the mercy of the speculators.

"With crop information carefully and scientifically gathered and compiled and honestly distributed so that it can be depended upon to be as accurate as any forecast or estimate can possibly be, and relied upon as coming from an impartial and disinterested source, the farmers, the merchants, the manufacturer and the transportation and distributing agencies of the country can act with a degree of prudence and intelligence not possible, were the information lacking.

"Whenever a farmer furnishes information for an official crop report, he is helping himself as well as the other farmers of his community and State."

Avoid Danger—Use Airplane—Says Aero Ad

In Los Angeles, Cal., the Mercury Aviation Company is running an airplane transportation service between several cities: Los Angeles, Bakersfield, Fresno, Venice, Long Beach and Pasadena. A recent newspaper advertisement recommends the service as "safe," "reasonable" and "quick," and a way to "avoid the dangers of auto and railroad travel." The company says 1,000 passengers have been carried without accident. An Aerotaxi Service is also conducted for the purpose of affording instruction and short-flight trips. The planes are manned by experienced Government pilots.

Golf Club Formed at Class Journal Company

The Chicago office of the Class Journal Publishing Company has organized a golf club, and the following officers have been elected: president, C. E. Callies; treasurer, Hal Clark; secretary, Robert A. Wallace. It is proposed during the season to issue challenges to other publishers, advertising agencies and newspapers.



5-plus hungry mouths to feed—

5-plus bodies to clothe—

10-plus feet to shoe—

100-plus wants of the family as a whole

—and, above all, it means that these big, 5-plus families are the average in YOUTH'S COMPANION homes.

THE YOUTH'S COMPANION, *For All the Family*, BOSTON, MASS.

New York Office:
1701 Flatiron Building

Chicago Office:
122 So. Michigan Boulevard

LIFE announces a rate card of \$2.25 per line in effect June 5th, 1919.

This rate is based on 240,000 net circulation per issue and is an actual reduction of our rate per line per thousand compared with our former rate of \$1.75 per line which was based on 170,000 net per issue. This is the second consecutive reduction in spite of the increased cost of paper, manufacturing and mailing.

This decreased cost per thousand plus LIFE'S guaranteed protective policy for advertisers by limiting our circulation and the number of pages per issue, assures advertisers the greatest value LIFE has ever given in its 37 years.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537 Chicago.

National Advertising Campaigns That Play Up the Retailer and His Business

Millions of Dollars Are Spent Every Year to Familiarize the Public with
the Home of Merchandise and Its Sales Atmosphere

By S. C. Lambert

"NATIONAL advertising is selfish," remarked a retail merchant, "it screams about the manufacturer and his story. Spending lots of money—yes, but where do we come in? If the manufacturer suddenly takes it into his head to open up his own distributing stations or affiliates with a chain of stores, he could leave us flat at an hour's notice."

And this merchant was quite serious.

He was wedded to the idea that national advertising is largely a matter of puff-the-goods. To be sure, he admitted that all advertising stimulates sales, but nevertheless there was some element of fairness missing.

"In the aggregate we merchants in the retail business constitute the most impressive sort of organization. Without us, merchandise would not move from the freight yards. We keep the stuff going; we haggle and fuss and fume with the customers and get them to buy it. And what makes it all the more trying is the constantly increasing volume of new merchandise. It seems to me that ten new trade-marked lines spring up every day. It's as much as a man can do to memorize them and answer questions intelligently when people make inquiries."

"Somehow or other, I have the feeling that it's high time manu-

facturers blew our horn—we who, in all the cities of all the States of all the country, see that people are served and that distribution is maintained."

It is our contention, in fair rebuttal of the above, that national advertisers are beginning to divide



Hires

Come have some Hires

HIREs—the really satisfying beverage. It cools, it quenches, it refreshes, it builds up. It has snap and sparkle and goodness of taste. Nothing is Hires to create an unnatural craving—nothing to unduly stimulate.

When you step up to the fountain to get you say "Hires." But, when you get Hires, it's something more with the purity and exhilaration of the watch whence many of its ingredients come. But, be sure. If you simply say "Bottled" you may be served some artificially flavored drink. You must say "Hires" to get Hires.

Juices of sarsaparilla, blackberry, grapes, lingonberry berries. Don't these names fairly savor of fresh, woody tang? And pure cane sugar. There are no sweeteners running into you with that Hires good—the simplest natural ingredients—and the sweetest is the delightful combination they make—yet you pay no more than for an artificially flavored substitute.

We jealously guard the purity and blinding goodness of Hires. Otherwise it couldn't be Hires. Hires is natural—pure.

Served at the best table restaurants. Whether in stone mug, glass or silver cup—equally refreshing. Hires is also combined by licensed bottles. For sale in bottles as you can have Hires at home.

THE CHARLES E. HIRES COMPANY, PHILADELPHIA, PA.

Hires contains juices of sixteen roots, barks, herbs and berries.

THE PERSONALITY OF THE HIRES' YOUNG MAN IN THE ADVERTISING CAN'T HELP PLEASING DEALERS

space with the retailer. Nor is it true that manufacturers have lost sight of the terrific driving power of a United States of retailers. In every advertising agency and every advertising department in the land, experts are trying to solve dealer problems, racking their brains for ways to help the dealer.

For the dealer is the connect-ing fuse; the "brush" in the gener-ator; the paddle of the trade canoe.

Suppose we give the advertiser a trial by jury.

Suppose we call a few witnesses to the stand and ask them ques-tions. Testimony is in order. You, the retailer, shall be an impartial but exacting judge.

Witness to the stand!

"Charles E. Hires Company,

We are actually minimizing dis-play of our own goods in order to stress the places where Hires is dispensed."

Next witness, Twinplex Sales Company, distributor of Twinplex stropper and shaving sets.

"Speak up. What have you to say for yourself? Mr. Dealer thinks that modern advertising does not do enough for the retail merchant."

"In our case we think of the dealer first. That is evidenced by the form our present advertis-ing takes. We show the dealer's window and a display of the goods. Interested prospects are looking in, attracted by the store and the mer-chandise. We even reproduce the big, ex-pensive cut-outs in full color that we dis-tribute free to all shops. Thus the pub-lic will associate it with both the store and the magazine. In our estimation, when we use one-half of a \$6,000 page in an exploitation of the dealer's own window, we are not exactly neglecting him."

Whereupon The General Electric Com-pany testifies.

"Why, say, we have spent a very large sum of money de-vising a photographic character that really is a visualization of the spirit of the store where Edison Mazda lamps may be purchased. But we were not content to let it go at that. We encourage dealers in their window displays. We spend thousands upon thousands of dol-lars on unique and constantly-revamped colored window cut-outs. Our pretty service girl has been lithographed life size and sent to all our branches or dis-tributing points. Then we repro-duce the best dealer windows, give

Theres that Twinplex!

It made shaving the most and best like having one done. Just one follow in the company of a Twinplex and he was the master, but he could have expected to master the best of his friends. He was also and it would be better a Twinplex of his own at home too. It was a shaving wonder.

You must shave your double-edged blades, to get a delightful velvet shave each morning. Twinplex stropper gives that perfect shaving edge that leaves your skin soft and cool. Every shave gets the same edge out of all shavers, like this *reverse*. Stropping smooths it back, like the *reverse*. The face the most, the most the stropper from having to face edge.

With Twinplex, you can give your double-edged blade a real hand-holding strop as a reward. Just dip in your blade, turn the comb a few times, and get an edge that glides through the toughest very hard without a single scrape or pull. Twinplex holds the blade at exactly the right angle, strops both sides at once, then reverses the blade and strops the other side.

Shave your new blades before using. Have 100 velvet shaves from one blade. Can Twinplex strop. Every morning comes from your double-edged blades.

Twinplex Sales Company, 1333 Locust Street, St. Louis, Mo.
200 Union Street, New York. Twinplex Sales Co. of Canada, 201 St. Catherine Street, Montreal.

Better Shaving Exhibit Week
May 12th to May 15th,
at Dealer's Exhibition.

See the Twinplex Shaving Exhibit in window of
the dealer's store. It is a real shaving wonder.
It is a real shaving wonder. It is a real shaving wonder.
It is a real shaving wonder. It is a real shaving wonder.
It is a real shaving wonder. It is a real shaving wonder.

Get 30 days' trial of Twinplex.
Just send all old Twinplex blades to us or to
the dealer and we will send you 30 days' trial of
the new Twinplex blades. Free of charge. No money
needed to try. Free of charge. No money needed to try.



FAMILIARIZING READERS WITH THE TWINPLEX WINDOW DISPLAY

maker of the famous Hires Root Beer, what are you doing for the dealer?"

"Well, we are contracting for full pages in the most expensive publications of the country, those with the largest real circulation, and in these pages we are visualizing the chap who, in a white coat and cap, actually sells Hires to the consumer. We are telling the public and showing in pictures that men who serve you in drug stores, confectionery shops, etc., are mighty nice chaps to meet.

trade-mark character that really is a visualization of the spirit of the store where Edison Mazda lamps may be purchased. But we were not content to let it go at that. We encourage dealers in their window displays. We spend thousands upon thousands of dol-lars on unique and constantly-revamped colored window cut-outs. Our pretty service girl has been lithographed life size and sent to all our branches or dis-tributing points. Then we repro-duce the best dealer windows, give

Growing with Our Clients—

TO build business for our clients and to grow with them—rather than to seek numerous new accounts—is our determined policy.

To counsel them—to work with them—giving the maximum of personal attention—this is our idea of directing an account to mutual advantage.

We realize our success is dependent upon the success of our clients. We believe in serving them primarily, but naturally are building our organization to occasionally accept new accounts.

If you have a product which needs the assistance of a capable and willing organization, to advertise and assist in merchandising it, we shall be glad to outline our plan in detail.

Lamport-MacDonald Co.

Advertising

J.M.S. Building South Bend, Indiana



—One of 21 national accounts



Then *what* happens?

Write for "Getting Your Booklet Across." It is cloth-bound. Address INTERLAKEN MILLS, Providence, R. I.



Will your booklet get there? Or will it be intercepted by an over-ambitious office boy or secretary? If it does reach your prospect will it make a favorable impression? Will it compel attention? Will it be read and thrown away or carefully preserved for future reference?

A cloth binding *guarantees delivery* of your sales message to the big boss. It always makes a good first impression and demands a hearing. And it is **KEPT**. Have you ever thrown a cloth-bound book away?

INTERLAKEN MILLS Providence, R. I.



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them a circulation that covers the entire United States. But that is just one of the things we are doing in our magazine work. The dealer is it!"

"The judge and jury would like to hear the manufacturing clothier's testimony. Michaels-Stern, you have just inaugurated a very extensive advertising campaign, to call attention to Value-First clothes. Is this advertising too self-centred?"

"Decidedly not! For a month of more we studied the situation, for we wanted to get away from mere style figures. Guess what the result was—a long series of connected advertisements in each one of which we picture a typical dealer window. That window contains other things than clothes; there are caps and canes and neckties and what-not. Such style figures as we must introduce are shown either glancing in the windows or talking in juxtaposition to them. I wouldn't call *that* selfish, would you?"

The judge ruled that it was quite unselfish.

A MULTITUDE OF WITNESSES

And now follows a seemingly endless array of contra-fact. The court stenographer's notes will be read aloud:—

"Northrup, King & Co., dealers in garden seed, having invented and built a remarkable head-high wooden stand for the use of the dealer, as a rack for seed packets, is visualizing this stand exactly as it appears, in national advertising. The Electric Storage Battery Co., maker of Exide Batteries, features garages, repair shops and accessory shops. The battery itself is quite incidental. Cars are drawn, rolling into these places. The ad displays the place where the battery is sold rather than the product. French Battery & Carbon Company ditto. A beautiful cabinet for display of the entire line and to minimize lost effort and time on the part of the dealer is reproduced in an extensive campaign. Vignettes show the interior of the store, plus satisfied customers,

"Quaker Oats, picture after picture of the grocer's window. Housewives are not permitted to forget the importance of these stores as a vital unit of human progress. Loose-Wiles Biscuit Company, advertisement follows advertisement, giving panoramas of the dealer's store, inside and out, and delighted customers making purchases. Although Loose-Wiles do not manufacture cat-sup and canned goods, these illustrations show them on shelves just the same.

"Deltex Rugs are suggested in all advertising but the interior of rug departments in stores plays even a more important part. And such beautiful shops! Pictures that serve as an incentive to men and women to go there and look around. The B. V. D. Company, not satisfied with mere drawings of customers talking with dealers in shops, has actually employed a photographer to prepare a series of stunning human interest stunts. The ads are dealer, dealer, dealer, from first to last. The House of Kuppenheimer pays artist Leyendecker a staggering sum to paint, twice a year, gorgeous full-color canvases on style subjects. They are reproduced as window cards for the dealer and sent to him; then as de luxe booklets for free distribution, and to cap it off, twenty-four sheet posters bob up serenely somewhere near his clothing establishment. Then, to cement the transaction and to hitch up the last link, they are reproduced as parts of magazine pages.

"The Gulf Refining Company, having created a trade-mark color scheme for all signs, cans, etc., promptly proceeds to show these in magazine designs, that the public may be directed without delay to the dealer, and the right dealer. Quaker Oats and Quaker Flour has shown the grocer for many years and always as the leading character in the advertising drama. Moreover, he is shown as such a handsome, lovable fellow, that mothers are teaching their sons to grow up and be grocers. The Peck, Stow & Wilcox Company sends its tools out, mounted on

display cards. The dealer can therefore handle them with less difficulty. And sales are inspired, too. National advertising shows the reader a half-tone reproduction of the displays, whetting his appetite to visit the nearest dealer. Johnson & Johnson, manufacturers of toilet and surgical articles, never issue a window trim but what news of it goes to the entire country, via magazines.

"U. S. Light & Heat Corporation is proud of its batteries, but it seems to be even more proud of the men who distribute them and keep them in apple-pie order. One ad alone pictures sixteen handsome chaps in overalls who are indicative of the best in polite service. Text talks dealer rather than battery.

"Lincoln Motors: Window display again with a fetching view of the remarkable electric motor that runs under water, encased in glass. Of course the dealer is supplied with this spirited display scheme. Folks are asking one another where they can see the stunt; and then make a bee-line for it.

"Willard Batteries: Humpf! It has been the service man for three consecutive years. He is pictured. And to cap it off, a handsome set of Willard Service and Adjustment Policies is printed on cardboard, framed with immaculate care, and sent out for hanging on walls that might otherwise be bare. Men who own cars go out of their way to step in and read those rules."

The defense rests its case.

The evidence could go on indefinitely, by the way.

E. B. Wilson Made Sales Manager

Earl B. Wilson has been appointed director of sales at the Buick Motor Company, Flint, Mich. Mr. Wilson has been a member of the sales organization for several years.

R. G. Lambe Becomes Sales Manager

Raymond G. Lambe, formerly of the purchasing staff of the Ford Motor Company, has joined the Detroit Reamer Salvage Company as sales manager.

War Junk Made Useful

The sale by the War Department of more than \$236,000,000 worth of surplus material at a price representing about 88 per cent of the original cost shows remarkable public economy. It is easy enough to buy war supplies, but a decidedly different matter to dispose of them advantageously under peace conditions. As it is, unused munitions of a certain kind must necessarily represent a total waste, but copper and brass material, chemicals, oil, lumber, commissary supplies, etc., remain merchantable, and mean a substantial reduction of the country's enormous war bill.

The sale of hand grenades for conversion into dime savings banks illustrates the curious uses to which discarded implements of war can be put. The millions of brass cartridge cases may meet some demand as art novelties. The news that a steamship has brought a cargo of German helmets to Wales for fabrication into knives, forks and spoons reveals the infinite possibilities of transferring the junk of war into the utensils of peace.

Never before has war provided such opportunities for beating swords into ploughshares. The most destructive of all wars may in fact have the opposite distinction also of furnishing more material than any other for reclamation and conversion into objects of use and sentiment.—New York World.

Why Don't They?

There are undoubtedly several thousand dwellers in New York City alone who would be glad to buy automobiles if they had a place to store them. The lack of garages is something that should receive very serious attention at the hands of the automobile manufacturing companies. They have plenty of money and could easily devote several million dollars to the establishment of garages and service stations.

Garages as they are run nowadays are a positive detriment to the automobile industry. Profiteering goes on to such an unreasonable degree that it serves to discourage individuals of modest means from buying cars who under other conditions might have done so. Most service stations are miserably managed.—Odd Lot Review.

Advises Discharged Soldiers to Have Uniforms Dyed

A recent advertisement of Achille Serre, Ltd., of London, advises discharged soldiers to have their uniforms made over and dyed for civilian use. The copy read:

"There is good cloth in your army clothes. Why not let us dye them for civilian wear? They can be quickly dyed and all alteration carried out. A private's overcoat can be dyed dark brown or blue for about 12s 6d, and will give better service than a coat costing four to six guineas."

In



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In the Course of the Day



FIRST COURSE



FINAL COURSE

FROM before the tinkle of the breakfast bell until long past curfew's call, there's an all-day demand for the representative newspapers of RHODE ISLAND—

The Providence Journal

DAILY AND SUNDAY

The Evening Bulletin

19½c. a line week-days and 10c. a line
Sundays buys their combined circulation

—OF COURSE !



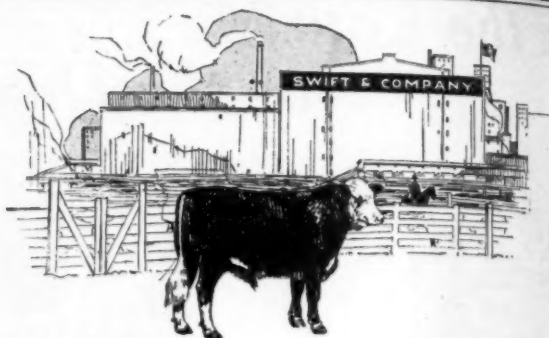
THE PROVIDENCE JOURNAL COMPANY

CHAS. H. EDDY CO.

Representatives
Boston

New York

Chicago



A steer is worth \$1.02 to Swift & Company

That amount is profit

Cattle raisers received an average of \$92.70 apiece for live cattle in 1918 from Swift & Company.

But Swift & Company made a profit of only \$1.02 on each animal. Think of the work involved—dressing, distributing, selling, using the by-products, financing, and maintaining mighty plants—done for only \$1.02 profit on each \$92.70 steer. Only by dressing over 3,000,000 a year can we afford to do business on so small a margin.

This \$1.02 profit per animal made by Swift & Company includes all that was cleared from each animal on its cured hide, tallow, fat, bones, and other packing-house by-products, as well as the meat.

Here are the figures:

	Average per head
Paid for live cattle (all grades)	\$92.70
Received for meat	\$81.45
Received for by-products	22.06
Total receipts	103.51
Amount remaining for expense and profit	10.81
Expenses	9.79
Profit (interest not deducted)	1.02

What other system or organization of the packing industry can bring about a higher price to live stock raisers and at the same time a lower price in the sale of meats?

Serving the cattle raiser and the public at a cost of only \$1.02 per steer is rather economical, isn't it?

Swift & Company, U. S. A.

Founded 1868

A nation-wide organization owned by more than 25,000 shareholders



Perhaps the Pun Is Useful After All

With a Hole for a Nucleus, The Mint Products Company Plays Upon Words to a Fare-thee-well!

By Lawrence Selden

SOMETIMES it doesn't pay to be too serious.

—For example, when you are trying to win for your "pop-corn, candy, cigarettes an' chewin'-gum" the affection of the people who flock in and out the big office buildings, the subways, the elevated stations, the ferries, the waiting rooms of the railroad stations. The writer speaks now from purely a marketing angle.

Why, he asks, have we all, at one time or another, been caught up by the glamour that surrounds Prince Albert and his jimmy-pipe, "Velvet Joe" and his comfortable philosophy, the merry tar who sells Crackerjack, and the electric little Wrigley spearmen? Somehow, he answers, a touch of the happy-go-lucky in the person who created those friendly characters caught the fancy of the happy-go-lucky that's in all of us, and we invested a nickel or a dime—and have been investing ever since.

That's the note which Life Saver copy is seeking in the new campaign of the Mint Products Company, under an advertising appropriation said to be \$500,000. Of course, the hole-in-the-mint is the nucleus, and a very substantial nucleus it is, sir. Doughnuts, knot-holes, holes-in-a-trouser, Chinese money, all have within them an element of merriment that one time or another has caused every mother's son of us to be sent from the table. This particular hole-in-the-mint has proved itself worth millions to its proprietors—capitalized, by George, entirely on that intangible, indefinable, elusive, will-o'-the-wispy contact which it instantly sets up between the serious and reflective centres of a human being and the eternal risibles.

"To be hole-ly satisfied," says one of the striking advertisements in this new campaign, "insist on

the Hole. Like doughnuts and Chinese money, all *genuine* Life Savers have a hole in the centre. Not a dimple or an almost-hole" (this is friendly salutation to some of its competitors), "but a hole that *goes clear through*. That hole is a patented feature. It is your assurance that you are getting real, honest-to-goodness *Life Savers*, the Candy Mint with the Hole."

IN MODERATION, THIS USE OF THE PUN IS PLEASING

The hole, to be sure, is the nucleus, but the life and individuality of the copy comes from the use of whimsical puns and witty conceits typified in lines such as these:

"Genuine life-savers . . . chase that burnt-kettle taste and leave your breath sweet as honey-dew. To *lick* them is to *like* them. Put a packet in your pocket."

"Life Savers are only a nickel, but worth a mint."

One of the stunts in this series of advertisements is staged at the expense of the bride and groom. (Brides and grooms were ever the goats.)

"No ring?" ejaculates the best man; "Here's your Life Saver."

—And in the illustration just above this embarrassing moment of copy, beholed the "best man" coming to the rescue, while the bride and clergyman pay wrapt attention.

"The man who can hand out Life Savers," philosophizes the copy-man, "is the best man to go to for *holesome* candy. Eat one of these little pure-sugar rings and you will be wedded for life to the dainty, delicate quartet of *Life Savers*, the Candy Mint with the *HOLE*." (O as in doughnut.)

"Each of the Life Saver flavors," he confides, "is as sweet as a June bride."

"PEP-O-MINT is full of delicious pep.

"WINT-O-GREEN is cool and refreshing.

"CL-O-VE is warm with the spice o' life.

"LIC-O-RICE will make every moon a honeymoon.

"When you buy substitutes," he goes on to say, "you take a chance for better or worse. You pay the Life Saver price and look in vain for Life Saver quality—this is breach-of-promise. Once you know these pure sugar-and-spice tidbits, nothing can alienate your affections."

Other scenes, some more, some less felicitous, are faithfully made use of in this new "stunt-copy." A group gathered around the ticker (which, incidentally, consists of a Life Saver) discovers from the tape the the price is "Down to .05 again! War-time prices drop. It's time to BUY!"

The scene in the "Board Room," on the other hand, in which a tense moment is relieved by slipping the directors a "little holesome sweetness," gives a suggestion of levity that hardly jibes with the solemnity with which both grim experience and gay romance have invested such chambers. But the "movies" will endorse it—"Doug" Fairbanks, chief witness—so we'll voice no protest here.

You remember the Englishman who in the ninth inning looked at the scoreboard, saw something like this:

Giants .. 1 0 0 0 0 0 3

Cubs ... 2 0 0 0 1 1 0

and exclaimed, "By Jove, that's interesting, it's up in the millions!"

The copy man is not neglecting for a moment these obvious pegs on which to hang Life Savers. One of the full-page ads in this series shows the scoreboard in the ninth inning, the game between the Giants and the Phillies standing 0 to 0, each zero a "life-preserver."

"A Hit—It's a Life Saver," shouts the copy, while in the picture McCarty (it looks like McCarty) is just hitting her up for "first."

And so it is apparent that a pun is of some use after all—and we'll leave it to each reader to appraise for himself its effectiveness as employed in this new campaign.

Swift Employees May Buy Stock

The directors of Swift & Co. have voted to sell to the company's employees a considerable portion of its treasury stock at par. The market quotation on the stock the day the action was taken was \$145. A worker who gets up to \$20 a week will be entitled to buy one share. When he gets up to \$30 a week, two shares; up to \$40 a week, three shares; up to \$50 a week, four shares. The plan of payment is \$10 down and a dollar a week, to be deducted from the pay envelope. The company estimates that 10,000 will take advantage of this offer.

Department Store Drops "P. M.'s"

Bonuses to clerks for selling slow-moving merchandise are no longer offered by the Bon Marché, Seattle department store. In announcing the new policy, the store said:

"We shall continue no plan or policy in conducting the Bon Marché which will not bear the fullest publicity at which unfavorably affects our customers' interests in the smallest degree.

"Obviously, by giving special reward, undesirable merchandise can be forced onto a customer who is trusting us to advise her honestly."

The Hand on the Wall

Indications in Canada are said to point to the permanent enactment of prohibition at the coming plebiscite. Hiram Walker & Sons, large distillers, have accepted the overturn with good grace and entered the metal-product business. They are advertising "Ker-Gas," a stove, as the name implies, for burning kerosene-oil gas.

From a Man Who Put Trust in His Branch Managers

"When you put a man in charge of a branch of your business, leave him alone unless he asks for help. If your judgment was good in putting him there, he will not ruin you and he is to be trusted; if your judgment is not good, you have no right to be in business."

F. W. Woolworth.

The National Coffee Roasters' Association, New York, is using trade-space to advertise for members. The advertising calls attention to advantages which can only be obtained by membership and co-operation.

FIRST MAGAZINE MEMBER
AUDIT BUREAU OF CIRCULATIONS

One Million Net Paid Circulation
Every Month

LEADERSHIP

WOMAN'S WORLD

ANNOUNCEMENT

Two Promotions We are pleased to announce the appointment of

C. W. CORBETT

as

EASTERN MANAGER
of **WOMAN'S WORLD**
with offices at
280 Madison Avenue,
New York City

and

W. B. BAGGALEY

as

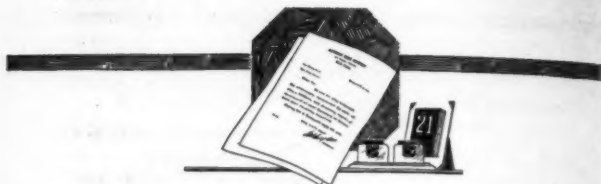
WESTERN MANAGER
with offices at
107 S. Clinton Street, Chicago

Both Mr. Corbett and Mr. Baggageley have done very constructive work on Woman's World for many years and are thoroughly conversant with the Agricultural and Small-Town Field and the business opportunities therein.

Full authority has been given them for the administration of our advertising interests in their respective fields.

F. L. E. Gauss, Advertising Director of Woman's World, has resigned.

WALTER W. MANNING,
Publisher Woman's World.



What Your Letters Cost

*Each letter you write
costs as follows:*

	Written on Cheapest Bond	Written on Strathmore Parchment
Stenographic wages (Assuming stenographer writes 50 letters per day and is paid \$16.00 per week)	.058	.058
Office overhead058	.058
Postage03	.03
Printing and envelope0048	.0048
Paper0031	.0067
Total cost per letter (Not including charge for dictator's time)	.1539	.1575

Did you realize how inexpensive
is the letter that commands?

The finest strongest of bonds runs
your cost only 2% higher

STRATHMORE PARCHMENT

Write for "The Big Letter"

Strathmore Paper Co.

Mittineague, Mass.

Some of the Things a Beginner Should Know in Buying Printing

Technical Twists the Buyer Should Practice

By H. Jenkins

THE appeal for better printing has been productive of higher standards. Printers to-day are studying as they never studied before how to give a better class of service. But the ambition to "have nothing but the best" has doubtless been an incentive to exceed the reasonable limit of cost in many cases.

As a general principle it may be stated that the money put into a printing job should be enough but no more than necessary to get the kind of work adapted to the character of the product and the nature of the proposition it presents and to the audience to which it is to go.

Obvious, even axiomatic—certainly—but plainly violated in so many cases that it merits emphasis and repetition.

Here, for instance, lies a catalogue of a manufacturer of a certain class of metal specialties. It is printed on 100-pound stock and in three colors: red, blue and black. Eighty-pound stock would have been heavy enough to show his cuts in all their detail. The blue color is used as a tint for borders which would have been just as ornamental without it. He didn't recognize the principle of economical buying. He has paid unnecessarily for paper and press work.

Here, on the other hand, is a circular in which a cut in colors would have shown the article to immense advantage but it is printed in black only. The colors are mentioned in the text matter, but the reader has to visualize what should have been put plainly before him. Not enough spent on that job.

To decide on what is "good enough" and what should be spent on a piece of work is of course where judgment comes in. The

principle is clear but no rule can be given to apply to all cases.

The manufacturer of a high-class automobile, an artistic piano or the promoter of a big land proposition will be liberal in his appropriation. The unit cost of even the most elaborate catalogue or prospectus is small compared with the average sale, particularly when the plan of distribution is efficient and avoids unreasonable waste in that direction. But even for him there is a limit if he is to buy with real economy.

On the other hand the mail-order house sending out "flyers" and catalogues by the millions to farms, towns and villages knows the folly of "frills" in printing for that kind of work. Think what a small fraction of a cent per unit over the really necessary cost would mean to such a concern.

Between these extremes are various propositions, each with its own requirements, but all coming within the scope of the principles stated.

Of course, it is not to be expected that every job is going to be decided upon and figured out to conform exactly to the principle of most economical buying. But good judgment in sizing up the purpose of the matter and knowing something about the hows and whys of printing will bring the cost within reasonable limits.

QUESTIONS TO BE ANSWERED

In figuring on any kind of an important printing job, therefore, certain facts must be gathered to make reliable estimates possible. The leading data can be determined by answering the following questions, some of which are based on the ideas already covered.

What is the nature of the proposition or the character of the goods offered? Does it call for the ex-

penditure of much or little money by the prospect? Does it permit a good margin of profit per sale or is it for a small profit, large volume business?

To whom is it to go—"classes" or "masses"? Is it to introduce something new or does it advertise a well known or popular article? Will the edition be limited or large?

If a catalogue, what dimensions? How many pages? What kind of paper will show the cuts well enough? What weight of paper will be heavy enough? Shall the book have a cover or not? If a cover, will it be trimmed flush or made extension? What kind of stock will be best for the cover without involving too much expense? Will binding be plain saddle stitch or silk cord?

If a circular—what size? What weight? Printed on one side or on both? If to be folded what paper stock will fold without breaking and take half-tone cuts (if any) well?

In any case, what will stock cost? How many colors will be run? If to be mailed individually, what kind of stock for envelopes? What will postage cost?

Will drawings, line or wash, be used? Will photographs be needed? What will line-engravings, halftones or electrotypes cost?

With these points decided upon, tentatively at least, pending final orders, the printers can be asked for bids for their work which will include composition, presswork and binding. In every case a dummy should be made up showing the exact size to be figured on and stock being considered. If the size is not definitely decided upon, more than one dummy can be made to show exactly what each will look like. Also, dummies should be made of different kinds of stock when the kind to be used has not been determined.

SOME TECHNICALITIES EXPLAINED

The principal factors of cost entering into a printing job are:

1. Number of copies.
2. Quantity of paper (including

inside and cover if for book or catalogue).

3. Drawings, cuts, electrotypes.

4. Composition and making forms ready for the press.

5. Presswork for one or more colors as the case may require (including cost of ink).

6. Binding.

When a job of printing is not large or in the case of houses which have printing done only occasionally, the paper and often drawings and cuts will be bought by the printer. Concerns which run large editions and print frequently will as a rule buy the paper, employ artists to make the necessary drawings and have their own cuts made. This is part of the advertising manager's work in many houses.

ESTIMATING COST OF PAPER

Paper is sold on the basis of the ream weight (500 sheets) and all estimates must be made accordingly. There are also certain standard sizes of sheets, from which to buy economically, choice must be made of dimensions to cut with the least waste.

When a circular is to be printed, if it is to go out as a large sheet, very naturally we will select one of the standard sizes—one of the dimensions and of the weight most suitable to the purpose, and order the number necessary to print the edition, making allowance for waste in presswork as explained below. If the circular is to be a small one, we pick the sheet from which the small sizes can be cut to best advantage.

We have the following sizes to choose from in regular "printing paper": 24x36, 25x38, 28x42, 32x44. There are also "double sizes" of the 24x36, and the 25x38 which measure 36x48 and 38x50 inches respectively. The weights for each of these dimensions run as a rule from 60 to 120 lbs. per ream. In uncoated papers "regular" dimensions run from 22x32 to 44x64 in weights from 40 to 100 lbs. Variations from these sizes can be specially made in mill runs.

A 25x38-80 sheet, therefore, means a sheet 25x38 inches weigh-

RAPID ADDRESSING MACHINE CO.

BELKNAP SYSTEM

TELEPHONE EXCHANGE

6360
6361
6362
6363

32-46 WEST 23RD STREET

CABLE ADDRESS

"RAMACHINE" WU 6088

NEW YORK

Dear Publisher:—

Mr. Higgins of the Boston Herald said "Show me!"

That is the kind of an opportunity we are looking for.

Mr. Higgins was interested in saving money and in anything that would improve the methods of handling his publication.

We showed him, with the result that he is now using a Belknap No. 1 Rotary and has been using it for several years. It has saved him money from the beginning. He does his work faster and better and says "the Belknap System of addressing is unquestionably the best for the Publisher."

What we did for Mr. Higgins we can do for you. We have machines for every class of publication work.

No. 1 Rotary,
with mailer strip
attachment.

Won't you take advantage of our 39 years' experience?

Yours truly,

RAPID ADDRESSING MACHINE CO.

J. D. Belknap
President.



Whence Comes the Power?



FORMER President William Howard Taft in explaining, recently, why an immense army may not be required by the League of Nations to keep order, said: "Have you ever noticed over at the corner of Thirty-fourth Street and Fifth Avenue, that during a rush hour when there is a long line of cars, many of them driven by men headstrong and not averse to speeding, a single policeman is able to do a remarkable thing? He isn't as big as I am, but when he raises his hand that whole, long, impatient line of automobilists instantly comes to a stop. Why? Well it's not because they are afraid of the policeman, but because behind that policeman stands the entire force of the City and State of New York."

Occasionally, we are asked whence comes the power to make effective our National Vigilance Committee and local Better Business Bureaus as they patrol the avenues of advertising. It is not because they have any special power or desire to prosecute and punish offenders. Their function is corrective and constructive. The force behind all of our work comes from the fact that the great reading public is insisting upon having the Truth about the goods and the

The following serve as trustees in carrying forth the Bigger Plan for truth now recently adopted

FESTUS J. WADE
President Mercantile Trust
Company, St. Louis

DAVID KIRSCHBAUM
President A. B. Kirschbaum
Company, Philadelphia

F. A. SEIBERLING
President Goodyear Tire and
Rubber Company, Akron

SAMUEL C. DUBBS
Vice-President Coca-Cola
Company, Atlanta

HENRY L. DOHERTY
President Henry L. Doherty
& Company, New York

Associated Advertising Clubs of the World

LEWELLYN PRATT
First Vice-President

WILLIAM C. D'ARCY
President

P. S. FLOREA
Secretary-Treasurer

110 West 40th Street, New York

service they buy. Enlightened public opinion and the nineteen departments of organized advertising listed below, composing our National Advertising Commission, unite to give force to our work.

AGRICULTURAL PUBLISHERS' ASSOCIATION
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
AMERICAN ASSOCIATION OF DIRECTORY PUBLISHERS
ASSOCIATED BUSINESS PAPERS, INC.
ASSOCIATION OF NATIONAL ADVERTISERS, INC.
CHURCH ADVERTISING DEPARTMENT
COMMUNITY ADVERTISING DEPARTMENT
DAILY NEWSPAPER DEPARTMENT
DIRECT MAIL ADVERTISING ASSOCIATION
FINANCIAL ADVERTISERS' ASSOCIATION
GRAPHIC ARTS ASSOCIATION
NATIONAL ASSOCIATION OF ADVERTISING SPECIALTY MANUFACTURERS
NATIONAL ASSOCIATION OF EMPLOYING LITHOGRAPHERS
NATIONAL ASSOCIATION OF THEATRE PROGRAM PUBLISHERS
OUTDOOR ADVERTISING ASSOCIATION
PERIODICAL PUBLISHERS' ASSOCIATION
POSTER ADVERTISING ASSOCIATION
RELIGIOUS PRESS DEPARTMENT
SCREEN ADVERTISERS' ASSOCIATION

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ing 80 lbs. to the ream. This size is taken as the basis for figuring weights of other sizes as we shall see below. If a specification calls for a sheet of a certain size "50-lb. basis" it means that the paper is to be the same thickness as a 25x38 sheet weighing 50 lbs. to the ream.

"Regular" sizes of cover papers run 20x25 in. weights 25, 35, 50, 65 lbs., 25x40 in. weights 50, 70, 100 lbs., and 22x28 in. weights 35, 50, 60, 70 lbs. per ream.

Writing papers range in regular sizes from 16x21 to 32x44 in. weights from 13 to 44 lbs. per ream, the basis size being 17x22, which cuts into 4 business letter sheets 8½x11 inches.

If now we have to print 3,500 circulars 6x9 inches, we would use 24x36 sheets from each of which we would get sixteen circulars. The number of 24x36 sheets required would be 1/16 of 3,500 or 219, and allowing two per cent. for spoilage on the press we would add 5 sheets, making a total of 224 full size sheets.

In estimating the paper for a book or a catalogue, the problem is a little more complex, but the following explanation will make it clear.

Decide on the number of copies to be printed and the dimensions of the finished piece of work.

The size of the sheet will be determined by the size of the page and the number of pages to the printer's form.

The sheet should be of a size to take the required number of pages to the form with the least waste in cutting and it should invariably be selected to accommodate forms of four pages or multiples of four pages—sixteen pages and thirty-two pages being most largely used.

Allow for "trim"—one-quarter inch at front, top and bottom of each page.

Knowing the dimensions of the book, the necessary size of sheet is found by multiplying each dimension of the book by the number of pages which will be used on the height and width of sheet respectively, and adding the re-

Hello

is a little house organ published monthly.

In addition to its earnest endeavour to prove the value of advertising and service, it also attempts to gild the lily and prove the value of

London Opinion

to those sceptics who have not yet been ambitious enough to want to make more profits.

Those who have used the columns of

London Opinion

a sufficient time to test it thoroly cannot be shifted out even by a "Big Bertha."

The subscription price to HELLO is a dollar to the American Red Cross. You send me a receipt in my name and I'll send you the next twelve issues; they are worth more.

John Hart

Advertisement Manager

LONDON OPINION
67 and 68 Chandos St.
Strand, London, W.C.2

A Play with a moral

Act I
May 13



Act II
May 13

Your little advertisement in "Printer's Ink" has attracted us because we are trying to develop a hosiery package we shall adopt as a permanent feature.

Act III
The Final Word

We are more than pleased with the package, rider ticket, band and toe sticker developed by you. They meet the situation admirably. We like your idea of service.

**ASSOCIATED ARTISTS
OF PHILADELPHIA**
1630 Sansom Street



quired margin for "trim." See example below.

The number of books obtainable from a given number of sheets is found by multiplying the number of sheets used by the number of books obtainable from each sheet when a sheet is large enough to produce an entire book as, for instance, a sixteen or thirty-two-page catalogue.

When the book is so large that two or more different forms are required, all of the same number of pages, the quantity of paper required for one form multiplied by the number of forms will give the total number of sheets required. When forms of differing numbers of pages are used, estimate the quantity of paper required for the smallest form, and then to find the quantity required for each larger form multiply the amount found for the small form by two, four, eight, etc., as necessary. For example, if a sixteen-page form requires 1,000 sheets, or two reams, a thirty-two-page form will require 2,000 sheets or four reams, etc.

Always add to the quantity of paper estimated, two per cent for each time the paper goes through the press, or two per cent per color—to allow for waste.

To find cost of paper, multiply weight per ream by the number of reams and this by the cost per pound.

Example:

Find quantity of inside paper necessary for 2,000 sixteen-page booklets 6 inches by 9 inches.

6 x 9

4 x 4 which gives 16 pages for each side of sheet.

24 x 36 which gives size of sheet not allowing for waste.

Adding one-fourth to top, bottom and front of each page gives a total of two inches for top and bottom trim and one inch for side trim, and we find total size to be 25 x 38, which is a regular size.

Note: It is not necessary to work accurately to regular sizes. A book 5½ x 9 would call for same size of sheet as a 6 x 9. It would have a little more trim, but the waste would be negligible on

Clip out
and mail

BE

BRO.

614 S. F.
ST. LOU.

Please send
particulars
without ob-
of your T
velope Ba

Name ...

Address ...

Any buyer is glad to get a letter that *shows* him

the sample of your goods at the same moment with your written description and price.



If you sell from samples by mail

then, by all means, give your sales letters a fair chance to get orders for you.

Good buyers like to decide "now." And you, too, want quick action—quick orders. It saves you the expense of "follow-ups." Get that result, with



Send your sample attached right to your letter—pay 1st class postage on your letter only, and merchandise postage rate on your sample, but get prompt delivery service on both the letter and sample delivered together. You need to write the address only once—on the envelope.

Envelope is made of tough manila paper and firmly machine stitched to the stout cloth bag.

Two-In-One Envelope Bag is made in 3 convenient sizes—small, medium, large—and printed to your order.

Find out quick about all the advantages offered you in this Two-in-One Envelope Bag. See actual samples, which we will gladly send you. Mail this coupon today to

BEMIS BRO. BAG CO.
ST. LOUIS



Clip out and mail to

BEMIS
BRO. BAG CO.
64 S. Fourth Street
ST. LOUIS, MO.

Please send us, with full particulars and prices but without obligation, sample of your Two-In-One Envelope Bag.

Name

.....

Address

.....

Announcing change of name

Effective June 9th, 1919,
the corporate name of
this organization will be

JOHNSON, READ & COMPANY

Mr. Carl P. Johnson, formerly of
the Wm. H. Rankin Company and
Lord & Thomas, is now President,
succeeding Mr. James H. Turner, as
announced in *Printers' Ink* several
weeks ago.

Mr. George H. Read, for the past
three years Vice-President under
the former organization, becomes
Vice-President and Secretary of the
newly named company.

In other respects the organization
remains the same—in ideals, in
methods and in members.

TURNER ADVERTISING COMPANY
202 South State Street
CHICAGO



Charter Member American Association of Advertising Agencies

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PRACTICAL
"REGULAR"

24 x 36

any quantity ordinarily printed.

As we print on both sides of the paper, there will be two books to the sheet. Therefore 2,000 books will require 1,000 sheets, or 2 reams, without counting waste.

Adding 4 per cent for waste (two times through press), we would have to order 1,040 sheets, or 2 2-25 reams. A twenty-four-page book would require 50 per cent more. A thirty-two-page book would require twice as much. A sixty-four-page book would require four times as much, etc., etc.

Quantity and cost of cover paper can be found in a similar way.

ODD SIZES OF PAPER

A book may be wanted of a size which will not cut economically out of a regular stock size of sheet and it may be necessary to have paper of a special size made to order.

Or, paper of one size and weight may be specified as a basis, but it may be necessary to use another size to avoid waste in excessive trim.

In either case we must find an "equivalent weight" of the new or irregular size.

Rule: Find the number of square inches in both sheets. Multiply the square inches in the irregular size by the number of pounds per ream of the regular size and divide the product by the number of square inches in the regular size. The quotient will be the "equivalent weight."

For example, suppose that we want to print a booklet cut from sheets 25 x 38—40 sheet. What will be the weight per ream of the 24 x 36 sheet? The 24 x 36 contains 864 square inches. The 25 x 38 has 950 square inches; 864 x 40 equals 33,560. Divided by 950 we have 34 plus, so we would get a sheet specified as 24 x 36—34 (or 35). This example compares two "regular" sizes, but the same rule applies when one is an irregular size.

PRACTICAL SIZES OF BOOKLETS FROM "REGULAR" SHEETS ALLOWING FOR TRIM

24 x 36 cuts for book 3 3/4 x 8 1/2

25 x 36 cuts for book 6 x 9

28 x 42 cuts for book 6 3/4 x 10

32 x 44 cuts for book 7 3/4 x 10 1/2

Or we may double one or both of these dimensions—getting, of course, only a half or fourth the number of books respectively.

THE QUESTION OF PRESSWORK

To estimate on presswork of course requires experience which can be gained only by actual work in the shop. Even practical printers will differ in their estimates, as the cost will vary in different plants, owing to differences in equipment, skill, management and in the class of work which they are accustomed to produce.

What should be paid, however, can be pretty closely judged by getting bids from several printers in the same class. The error is often made of comparing figures from houses which are not logically competitive. Here, for instance, is a concern the bulk of whose business is large, runs on cheap stock such as railroad time tables, mail-order catalogues—and there is another organization specializing on the very highest grade of catalogue work in which time must be taken in the preparation of the forms and the utmost care in the actual printing.

It should be decided therefore what class of printer is best prepared to handle the job to be done, and if competition is to be invited, figures should be obtained from concerns in that class.

This selection of competing bidders of the same class is important because a piece of work may be turned out by two printers and in both cases comply with the technical specifications and yet show a vast difference in the quality of the work done. That is because printing in the better grades, anyhow, involves the artistic sense which some men have in a greater degree than others—a fact demonstrated easily by comparing the style in which different compositors will set up a page. Then, of course, more can be done with modern equipment than with a run-down outfit, even if in the latter case the skill is not lacking.

Everybody Advertises in America!

(Continued from page 36)

State	Total by States	State	Total by States
Massachusetts		New York—Con't	
Attleboro	10	Oswego	4
Boston	362	Poughkeepsie	9
Brockton	13	Rochester	99
Cambridge	22	Rome	6
Chicopee Falls	5	Syracuse	70
Fitchburg	5	Troy	23
Gloucester	9	Utica	32
Holyoke	16	Watertown	5
Leominster	4	All others	132 2594
Lowell	11	New Jersey	
Lynn	17	Bayonne	4
Melrose	4	Bloomfield	6
Orange	5	Camden	14
Pittsfield	5	Hoboken	9
Plymouth	4	Jersey City	21
Salem	5	Newark	78
Springfield	30	New Brunswick	6
Taunton	6	Orange	9
Waltham	7	Paterson	4
Waltham	4	Trenton	23
Westfield	7	Washington	4
Westfield	36	All others	47 225
Worcester	36	Pennsylvania	
All others	122 709	Allentown	9
Rhode Island		Beaver Falls	4
Pawtucket	8	Corry	6
Providence	30	Easton	6
All others	4 42	Erie	16
Connecticut		Harrisburg	5
Bridgeport	39	Lancaster	10
Bristol	10	Philadelphia	387
Hartford	36	Pittsburgh	104
Meriden	18	Pottstown	4
Middletown	9	Reading	15
New Britain	12	Scranton	9
New Haven	30	West Chester	5
New London	7	Wilkes-Barre	6
Waterbury	11	York	10
All others	55 227	All others	103 699
MIDDLE ATLANTIC STATES		Delaware	
New York		Wilmington	12
Albany	19	All others	3 15
Amsterdam	4	Maryland	
Auburn	6	Baltimore	85
Batavia	6	Hagerstown	5
Binghamton	29	All others	7 97
Buffalo	124	Virginia	
Cohoes	4	Lynchburg	6
Cortland	8	Norfolk	12
Danesville	9	Richmond	33
Elmira	17	All others	17 68
Fredonia	4	District of Columbia	
Geneva	10	Washington	24
Glens Falls	4	SOUTH ATLANTIC STATES	
Gloversville	4	North Carolina	
Ithaca	7	Greensboro	4
Jamestown	12	Winston-Salem	11
Johnstown	4	Statesville	4
LeRoy	4	All others	20 39
Little Falls	7	South Carolina	
Lockport	6	Charleston	7
Mt. Vernon	4	All others	5 12
New York City	1782	Georgia	
Brooklyn	84	Albany	8
Long Island City	10	Atlanta	52
Newark	8	Columbus	6
Newburgh	10	Macon	4
Niagara Falls	13	Savannah	11
No. Tonawanda	10	All others	25 106
Oneida	5		

Let Us Do the Same for You

Co-operating with the national advertising agency,

we produced splendid results by turning inquiries into orders for the Duplicator Manufacturing Company, manufacturers of DITTO. The same general plan, similar style of art work, and definite resemblance in copy appeal all tended to bring about the satisfactory outcome.

Ditto



The Quickest Way to Duplicate

Sales and Advertising Manager Highly Pleased

"Buckley, Dement & Co., Chicago.—I want to compliment you on the excellent way in which you handled the Direct Mail Advertising for DITTO, the Quickest Way to Duplicate. A ready grasp of our ideas, quick responsiveness in the way of service, and hearty support in every department of your house proved that my judgment in giving you the business was correct. The results are indeed gratifying.—R. K. RUSSELL, Sales and Advertising Manager."

Suppose you get in touch with us and have us work on your problems. Suppose you get the advantage of our Direct Mail Service—the same help that has been so beneficial to so many well-known firms.

If you're interested, say so on your business letterhead.

BUCKLEY, DEMENT & CO.

634 Sherman Street

CHICAGO

We announce the
association with our
organization of

Mr. Joel Chandler Harris, Jr.

who, prior to his service
overseas, was advertising
manager of the Atlanta
Georgian-American.

His fourteen years of
experience in newspaper
and magazine advertising
will be infused into our
organization.

Johnson-Dallis Company

Advertising and Printing
Atlanta, Ga.

(Member American Association of Advertising Agencies)

State
Florida
In
Tami
All

NOR

West
Whe
All

Ohio

Akron
Ashla
Bello
Bellev
Canto
Cincin
Cleve
Clyde
Colum
Crest
Dayto
Elyria
Fremo
Hamil
Lima
Mansh
Mariot
Middle
Niles
Norwa
Piqua
Salem
Sandus
Sidney
Spring
Tiffin
Toledo
Troy
Urbana
Wilmin
Young
All oth

Kentucky
Coring
Louisvi
Newpor
Owensb
All oth

Indiana

Anderson
Ashtab
Conners
Elkhart
Evansvil
Fort W
Goshen
Indianap
Kendall
Kokomo
Lafayette
Laporte
Ligonier
Marion
Mishaw
Muncie
Richmon
South B
Terre H
All oth

Illinois

Abingdon
Alton
Aurora
Batavia
Belleville

State	Total by States	
Florida	12	
Jacksonville	13	
Tampa	31	56
All others		

NORTHERN STATES—MIDDLE WEST

West Virginia	11	
Wheeling	6	17
All others		

Ohio	27	
Akron	9	
Ashland	4	
Belfontaine	4	
Bellevue	4	
Canton	38	
Cincinnati	178	
Cleveland	258	
Clyde	5	
Columbus	55	
Crestline	5	
Dayton	74	
Elyria	9	
Fremont	6	
Hamilton	6	
Lima	6	
Mansfield	14	
Marion	4	
Middletown	4	
Niles	4	
Norwalk	6	
Piqua	10	
Salem	6	
Sandusky	5	
Sidney	7	
Springfield	42	
Tiffin	6	
Toledo	85	
Troy	4	
Urbana	4	
Wilmington	4	
Youngstown	7	
All others	123	1019

Kentucky	6	
Covington	43	
Louisville	4	
Newport	10	
Owensboro	10	73
All others		

Indiana		
Anderson	10	
Auburn	6	
Connersville	8	
Elkhart	9	
Evansville	20	
Fort Wayne	23	
Goshen	10	
Indianapolis	92	
Kendallville	4	
Kokomo	8	
Lafayette	7	
Laporte	6	
Ligonier	4	
Marion	6	
Mishawaka	4	
Muncie	21	
Richmond	6	
South Bend	29	
Terre Haute	8	
All others	61	342

Illinois		
Abingdon	4	
Alton	6	
Aurora	16	
Batavia	4	
Belleville	6	

"Alumni Magazines, Associated"

38 advertising units in
one group.

Minimum effort and ex-
pense—

1 Representative

1 Rate

2 Plates

1 Bill

Each unit an enviable
monopoly of serious at-
tention.

Intimate approach to
mature, substantial busi-
ness and professional
men.

Complete information
from the Representative.

ROY BARNHILL, Inc.
23 E. 26th St. N. Y. C.

PERU

is buying each month about \$3,000,000 worth of goods in the United States—and is selling us twice that amount. That trade balance will be spent here if right methods are used to get the business.

El Comercio

Of Lima, Peru

is the most influential daily in Peru,—it is the favorite of the business man, the mine owner, the rancher.

For complete information address

A. EUGENE BOLLES,
U. S. Director of Advertising,
120 West 32nd Street,
New York City.

JAMES A. RICE,
58 East Washington St., Chicago.

CHAS. B. BLOUNT,
444 Tremont Building, Boston.

State	Total by States
<i>Illinois—Con't</i>	
Bloomington	14
Chicago	1038
Decatur	14
Dixon	4
East St. Louis	6
Elgin	11
Freeport	12
Galesburg	6
Joliet	12
Kewanee	6
Moline	9
Peoria	22
Quincy	26
Rockford	33
Rock Island	6
Springfield	10
Sterling	8
Waukegan	7
<i>All others</i>	93 1371

<i>Michigan</i>	
Adrian	7
Ann Arbor	6
Battle Creek	14
Bay City	8
Bridgman	5
Cadillac	4
Coldwater	4
Detroit	278
Flint	8
Grand Rapids	61
Greenville	4
Holland	7
Jackson	35
Kalamazoo	38
Lansing	27
Marshall	4
Monroe	6
Muskegon	11
Niles	5
Pontiac	10
Port Huron	4
Portland	4
Saginaw	17
St. Joseph	4
Sturgis	4
<i>All others</i>	66 641

<i>Wisconsin</i>	
Eau Claire	7
Fond du Lac	7
Green Bay	4
Janesville	14
Kenosha	8
La Crosse	15
Madison	6
Milwaukee	123
Oshkosh	13
Racine	47
Sheboygan	5
Waukesha	11
<i>All others</i>	55 315

<i>Minnesota</i>	
Austin	4
Duluth	11
Minneapolis	106
Owatonna	4
St. Paul	67
Winona	9
<i>All others</i>	17 210

<i>Iowa</i>	
Burlington	8
Cedar Falls	5
Cedar Rapids	19
Clarinda	4
Clinton	7
Council Bluffs	7

There's business in paying
volume *for you* in
Hartford, Connecticut

The Hartford Times

with its compact 3-cent
circulation of

36,000

gives you *co-operation*
and *results*

More than one hundred lead-
ing national advertisers
confine their Hartford
appropriation to
The Times

KELLY-SMITH COMPANY

Representatives

NEW YORK
Marbridge Building

CHICAGO
Lytton Building

"Tucker Service Tells"

When a Church, a University and a Nation wished to use modern advertising in nation-wide campaigns, The Tucker Agency was chosen. These campaigns are:

National Catholic War Council.
National Memorial Shrine, Catholic University, Washington
Friends of Irish Freedom and Associated Societies

Others of our clients are:

The New York Edison Company
The United Electric Light and Power Co
Municipal Gas Company of Albany
Electrical Exposition
The Yonkers Electric Light & Power Co

We are "*At Your Service*" for work of similar effectiveness.

THE TUCKER AGENCY, Inc.

"Tucker Service Sells"

303 Fifth Avenue
New York

Phone
Madison Square 4377

Write or phone us for a description of an advertising service that is *unique*.

State
Cres
Daven
Des Mo
Dubuq
Keokuk
Marsha
Mason
Newton
Shenan
Waterlo
All othe

Missouri
Hannib
Kansas
St. Jose
St. Lou
All othe

Kansas
Lawren
Topeka
Wichita
All othe

Nebraska
Beatrice
Lincoln
Omaha
All othe

South Dal

North Dal

SOUTH

Tennessee
Chattano
Knoxvill
Memphis
Nashville
All othe

Alabama
Birmingham
Montgom
All othe

Louisiana
New Orle
All othe

Mississippi

Texas
Dallas
Fort Wo
Houston
All othe

Arkansas

Oklahoma
Oklahoma
All othe

Rocky M

Colorado
Denver
All othe

Figures
of National

State	Total by States	
<i>Iowa—Con't</i>		
Cresco	4	
Davenport	14	
Des Moines	45	
Dubuque	8	
Keokuk	5	
Marshalltown	6	
Mason City	6	
Newton	5	
Shenandoah	4	
Waterloo	21	
All others	61	229
<i>Missouri</i>		
Hannibal	4	
Kansas City	78	
St. Joseph	15	
St. Louis	266	
All others	16	379
<i>Kansas</i>		
Lawrence	4	
Topeka	8	
Wichita	4	
All others	23	39
<i>Nebraska</i>		
Beatrice	6	
Lincoln	11	
Omaha	22	
All others	9	48
<i>South Dakota</i>	4	
<i>North Dakota</i>	5	
SOUTHERN STATES—MIDDLE WEST		
<i>Tennessee</i>		
Chattanooga	30	
Knoxville	6	
Memphis	22	
Nashville	18	
All others	12	88
<i>Alabama</i>		
Birmingham	12	
Montgomery	7	
All others	5	24
<i>Louisiana</i>		
New Orleans	34	
All others	1	35
<i>Mississippi</i>	1*	
<i>Texas</i>		
Dallas	12	
Fort Worth	5	
Houston	6	
All others	14	37
<i>Arkansas</i>	1	
<i>Oklahoma</i>		
Oklahoma City	4	
All others	3	7
ROCKY MOUNTAIN AND PACIFIC COAST STATES		
<i>Colorado</i>		
Denver	31	
All others	4	35

*Figures from the Standard Register of National Advertising.

The Corpus Christi Caller

Completely Dominates The Texas Gulf Coast Field

The Caller covers a territory with a reading, prosperous population of 200,000 people, from two to ten hours ahead of any other morning paper.

This, coupled with the fact that The Caller is one of the best daily newspapers in any city of less than 50,000 population, explains why The Caller during May showed an increase of

285,000 agate lines of display advertising over May, 1918.

CORPUS CHRISTI CALLER

Member A. B. C.

FRANK B. HARRISON
General Manager

WANTED—

Assistant Advertising Manager

I want a capable assistant, 24 to 32 years old, who wants to work at advertising and not merely fill a job.

The chap I need will think things out for himself and be able to express his ideas. Full opportunity will be given.

He must be able to write simple English correctly. He will have catalogues, direct-mail advertising, class-journal advertising, house-organs and follow-up material to work on, and should be experienced in making lay-outs and in handling mechanical details.

Only young men of clean record, good character and dependable habits will be interested in this advertisement.

Please give full details of your experience in your first letter—age, nationality, former employers and present connection and salary desired. This job is in Ohio. No attention paid to applications lacking details.

Address "J. K.," Box 53
Printers' Ink

State	Total by States
New Mexico	59
Utah	11
Washington	35
Seattle	9
All others	64
Oregon	16
Portland	5
All others	21
California	5
Fresno	30
Los Angeles	73
San Francisco	29
All others	137
Grand Total	10,177

Selling Underwear to South Americans

As an indication of the necessity of investigating the foreign market in advance of the selling campaign, the experience of the Varsity Underwear Company, of Baltimore, is significant. This company makes athletic underwear—both the two-piece variety and union suits.

Judging from the popular demand in the United States at present, as indicated by the advertising of underwear manufacturers, it would seem the union suits should be best sellers in foreign lands. Not so, however, according to the Varsity manufacturer. In its export advertising this company devotes more attention to the two-piece garments.

"The result of our experience," L. H. Weil, president of the company, relates to PRINTERS' INK, "has been that Latin Americans incline toward the two-piece garment, for the reason that the union suit has not been sufficiently exploited in those countries and that they follow their custom formed in wearing the habriggan or knit goods.

"In European, as well as English-speaking countries, we believe the tendency is somewhat toward the union suit, although the drawer and shirt find greater favor in the foreign countries as far as our experience goes.

"Doubtless, in time the union suit will become more popular than it now is, just about as our experience has been in this country."

Greenfield Tap & Die Co. Appoints Agency

The Barton & Durstine Company, advertising agency of New York, has secured the advertising account of the Greenfield Tap & Die Company, Springfield, Mass.

Two Agencies Combine

Rudolph Guenther, Inc., and the Russell Law Advertising Agency have combined under the joint name of Rudolph Guenther-Russell Law, Inc., New York.



It is a significant fact
that our accounts are
rarely solicited by
other Advertising
Agencies.

The Power, Alexander & Jenkins Co.
Advertising
Detroit

MODERN FARMING

THE LOUISIANA-MISSISSIPPI FARM PAPER

Perhaps You Don't Know

SUGAR Cane production and the adaptation of your product to the Sugar Planters' needs.

Perhaps you don't know Rice Production and the adaptation of your product to the Rice Growers' needs.

Perhaps you don't know the Delta Cotton Raisers' problem and how they are being met and overcome.

We have specialized on these for a generation.

Perhaps our special acquaintance and information can be of assistance to you in opening up the market for your product in this, one of America's richest and most promising agricultural sections.

Published semi-monthly at
210 Camp Street
New Orleans, La.

Representative

E. Katz Special Advertising Agency
New York Chicago Kansas City San Francisco

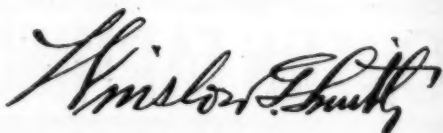
Announcement

Woman's Weekly

*The Only National Weekly Magazine
for Women*

Moves to New and Larger Offices

Beginning shortly, the magazine will be printed in our own plant, and a fleet of Cottrell Color Presses have been purchased.



President and General Manager

Woman's Weekly

A Magazine of Service to Womankind

431 South Dearborn Street

CHICAGO

200,000 homes now welcome the
Woman's Weekly each week

Incident

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Investigate First, Then Act, in Going After China's Trade

Incidents That Prove the Necessity of Studying Chinese Habits and Often
of Adapting Sales Methods to Conform with Their Customs

THE necessity of studying the other man's point of view is something that can't be overlooked in export trade. It is needful enough at home, goodness knows, but it is impossible to go so far wrong in domestic business as we may if we take the first step in foreign trade without the right preparation.

Bromidic, you say? Listen to the experiences of some successful American trade pioneers in China, which probably more than any other land has lived unto itself, and hence demands study.

Capt. Robert Dollar was talking to a Chinese merchant one day in an inland city, and was asked how he intended to develop trade in the district.

"By increasing the purchasing power of the people," said the captain. "How will you do that?" asked the Chinaman, and at about that time thirteen men came along the road hauling a truck loaded with lumber. It was winter time, every man was barefooted.

"Take one of those men and give him a horse to help," said Dollar. "Put the other twelve men in a factory to produce shoes. They would increase their wages and the men would have shoes—they don't go barefoot because they want to. How many people are barefoot in China to-day? Fifty million! If we can fix up some way to increase their purchasing power, somebody some day is going to sell them 50 million pairs of shoes and 50 million pairs of stockings."

Friendly co-operation and helpful ideas were in evidence there; but above all a desire to get at the fundamentals of Chinese life and discover the Oriental needs.

The head of a big exporting firm in referring to Chinese merchants says, "It is a man's job selling to China, and the man that owns the establishment ought to go there himself. If he can't go he should

send a practical, broad-gauge man, the best obtainable—not one that wants to go for the trip. When he gets over there he will find the cleverest business man, the best merchant he has ever met."

The judgment of the Chinese merchant is borne out in a story told by General E. L. Munson of the General Staff, who has spent several years in close study of the Chinese merchant at first hand.

One of them in a small town was worrying a certain very large concern by buying oil from it and then underselling, apparently at a profit, for the merchant seemed to be prospering. A searching investigation was made, the price of the can which the Chinaman was disposing of was deducted, and still it couldn't be figured out how he continued to undersell the big company. One of the young men from the oil company followed the plodding Celestial one day up a high hill and into a little shop where several men were working industriously. Further investigation brought out the secret of the profit. The boxes in which the cans came which contained the oil were the raw material for a busy little doll's-furniture factory, and this second by-product was the Chinaman's profit.

The trade-mark is a most essential thing to the Chinaman in buying goods. He will not be satisfied in making a repeat purchase of goods that have pleased him unless he sees the familiar trade-mark.

In order to show how insistent the Chinese buyer is that the goods he purchases be trade-marked, a merchant of Samarang, Java, selling mainly to Chinese buyers, tried an interesting experiment for the benefit of a visiting American salesman. He tore the pasted-on trade-mark from a roll of goods he was selling and waited for the next customer. The Chinaman asked for the fabric, felt it, exam-

ined the texture, was apparently satisfied, and then started looking for the trade-mark. When he was unable to find the head of a water buffalo, which was the mark he knew, the Chinaman shook his head and was about to leave. The merchant called him back, took down the same material with the trade-mark untouched. He bought it immediately without the previous careful examination.

"No type of man I have ever met," said this salesman, "is more susceptible to the appeal of trade-marked advertising than the Chinaman. His own pride in honesty makes him appreciate the good intentions of the manufacturer who has the courage and pride in his product to put his name and trade-mark on it."

In finding out the needs of the present market and building for the future, even if it means extra care in manufacture, some American manufacturers are giving real service. The example of the Milburn Wagon Co., of Toledo, builder of the Milburn Electric, is a case in point.

An investigation of the market and customs of this company's prospective customers in China showed that the beau-monde when faring forth in a machine for afternoon tea or a social visit, are in favor of coolie attendants to lend the proper atmosphere. All Milburns destined for China are now made with a "coolie" seat. These seats are mounted on the rear of the car and supported in front by springs. Handles have been added at the sides, a foot rest and comfortable cushions provided.

W. B. Hart, who has just returned from China, where he was in charge of film distribution for the Committee on Public Information, told a representative of **PRINTERS' INK** the following incident illustrating the necessity of finding out what the other fellow wants, and why. A label for Quaker Oats used in the south of China was turned over to a Chinaman in the north to translate for use in that territory. He translated Quaker as "an American of Ancient Times in every ancient cos-

tume," missing the fact entirely that Quaker stands in the American mind for honesty and stability of purpose. The translation went on to say that "these scraps of wheat have all the properties of ginseng," an attribute which it is not believed Quaker Oats is particularly anxious to lay claim to.

William Wrigley, Jr., in approaching the oriental mind with the idea of substituting the chewing of "Spearmint" for the betel nut, took a characteristic course, investigating first, then acting. In order to prevent the immediate swallowing of the gum by the Oriental, educational tactics had to be adopted. Tall, sedate natives were secured as demonstrators, a native band collected the crowd, the dignified demonstrator then gravely took the gum from the wrapper, held it high in the air, placed it in his mouth with a grand flourish and slowly moved his jaws up and down while the crowd watched the proceeding with interest. According to Jerome Williams in the *Nation's Business*, the advertising and sales campaign for Spearmint in China is very successful.

Mr. Wrigley has always succeeded by giving people what they want. He therefore allowed the Chinese to name the product themselves. A Chinaman walked into a store one day and asked the clerk for some "Loo-lay-sha-ya-dong." An interpreter explained that this meant "The lily sweet with the medicine taste," and Mr. Wrigley hearing of the poetic name for his product ordered it adopted. The name is now used on all advertising in China.

At the time the war broke out Germany was in a fair way to get 75 per cent of the trade of China because the Germans did business the way the Chinese wanted it done.

Seeing and appreciating the other man's viewpoint perhaps used to be a German asset. America has always won domestic trade by the application of this principle. China, with the greatest good will toward America, is waiting for the same treatment.

"Attention!"

A client of ours wants a big man for a big job.

The position is one of close association with a board of prominent men in a great Eastern city, and directly under a remarkable national character who heads a large selling office force.

The thing being sold is not a commodity but an idea.

Successful appeals are being made by direct work and follow-up letters, to men in every State and County in the Union. The position is to formulate and direct these appeals. No publicity advertising is involved.

The appeals have many different angles of approach—to men of \$3,000 per annum income and others on up to the millionaire. There are still other appeal angles—commercial and patriotic—combined with the financial—and some disassociated therefrom.

Other approaches are contemplated through three differently aimed publications of small size, but to be bristling with interest.

The position must be held by a man who, on having the idea stated, will be sold on it. And the right man surely will be sold, for the idea is not only ideal, but worthy of the best efforts of the best man alive!

The task is not suited to inexperience, but to a man with a vision—a real "human"! To a man whose big experience and talents fit him to write. To both brain and heart, copy which wins.

The position is bristling with interest and carries responsibility and power. The salary will be commensurate with the position—the responsibility—the man.

Replies to this advertisement need not exceed two hundred to three hundred words, and the actual name of the writer need not necessarily be disclosed in the first communication. We agree, on request, to hold inviolate from our client until you release us, your name if you give it.

Our client asks us to lay before him the selected names of a half dozen big men with whom he may correspond and whom later he may meet, at his expense, if they wish to meet him.

No man in the country who checks up with these specifications and is interested, should fail to respond.

This is a high grade, big job—and the man is wanted at once!

THE KNIGHT COMPANY

137 South LaSalle Street

CHICAGO

Sir Robert Borden's Message to Halifax

THE WORLD'S THIRD MOST IMPORTANT PORT



© Underwood & Underwood, N. Y.

CANADA'S PREMIER COMES HOME.

A photograph of Sir Robert Borden, prime minister of Canada, who returned home Sunday after nearly seven months' absence at the Peace Conference.

WHILE being taken from the Aquitania to his special car at Halifax, Sir Robert Borden gave the following message:

"HALIFAX, as an imperial port, and by reason of her magnificent services during the past four years, is famed throughout the empire; and the completion of her splendid terminal facilities coupled with the enterprise and activity of her citizens, assures a continued and ever-increasing prosperity.

"AS the point of the embarkation and debarkation of the Canadian troops, who have made so proud a record in the great struggle now ended, the city has loomed large in the story of the war. Her name will hold a proud place in its history.

"THE native energy of her people will never have a more magnificent and satisfying demonstration than has been furnished to the world by her rebound from the terrible catastrophe of December, 1917. From an experience which would have overwhelmed a weaker people she emerges more beautiful and more prosperous, than ever; with new industries of a national significance established and others seeking a place within her borders; with a rapidly growing population; with evidences unmistakable of new life, and with greater promise than at any preceding time in her history.

"CANADA ranks high in the councils of the empire and her war effort has commanded the admiration of the allied nations. The same qualities which have made her great in time of war will maintain and enhance her reputation in this wonderful new era of peace on which we are now entering."

IN HALIFAX

THE HALIFAX HERALD and THE EVENING MAIL

Are Read in Every "Worth-While" Home

For Any Kind of Co-operation Call on

NEW YORK:
171 Madison Avenue.

GEO. B. DAVID CO., INC.,
Our Representatives.

CHICAGO:
A. R. Keston, Mgr.
1411 Hartford Bldg.

The Remedy for Soaring Prices

(Continued from page 6)

chain of merchandise distribution that adds just that much more to the price the ultimate consumer has to pay? Could not the manufacturer put down his goods direct in the retailer's store for less money than the retailer must pay when the goods come through the jobber?

Somebody has to invest the capital and take the risk of handling merchandise in huge quantities if it is going to be produced economically. If a manufacturer can sell to Woolworth or to a jobber he automatically cuts his selling cost down practically to the vanishing point. If a jobber takes all or practically all his output he can forget about selling expense. All he needs to concern himself with is production. And then the jobber can do the selling at low cost—perhaps lower than the manufacturer could do it under the most favorable circumstances.

"The reason the jobber can sell the manufacturer's product more economically than can the manufacturer himself," said Victor A. Irvine, catalogue manager of the Baltimore Bargain House, in discussing the matter for **PRINTERS' INK**, "is that any one line of goods is only a part of the jobber's offerings and as such has its full share in the benefits of the jobber's finely geared, efficient selling machine. Take the case of the manufacturer you mention who pays out 20 per cent for selling expense. If we handled his product it would be comparatively a small part of our stock. Naturally, therefore, it would be sold at the same small expense that is attached to our goods in general. The jobber's problem is inherently one of buying. His selling, especially if he does it by means of a catalogue, is an inexpensive proposition.

"Even if the jobber sell by traveling salesmen he can do so with much more economy than can the individual manufacturer because he handles a general line and

"When Seconds Count"



If time
is money on printing

Catalogs Booklets
Publications Broadsides

the large K-L organization
makes the seconds count.

Kenfield - Leach Company
"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by
Chicago Carton Company
4433 Ogden Ave. Chicago, Illinois



Mark Well the Mark

Let Us Print It In RICHMOND!

Printing is Richmond's third industry. The shop of BETTER printing specializes in

High-Grade Printed Matter for Advertisers

House Organs, Booklets, Folders, etc. We offer prompt, efficient service on a cost plus profit basis. May we serve you?

Members U. T. A.—Standard Cost
Finding System in Operation.

The Shop of BETTER Printing

Garrett & Massie, Inc.

Box 855-L.

Richmond, Va.

100% Paid circulation

AUSTRALIA Wants American Tractors

There is need now for thousands of American tractors in Australia.

The Farmer & Settler

with its 100% paid circulation among wealthy Australian farmers, offers the most practical means of selling American tractors, farm implements, engines, automobiles, etc.

British and Colonial Press, Inc.

Sole Agents in the United States and Canada
Cunard Building, 150 Nassau Street, CHICAGO. NEW YORK

is not dependent on any one or any ten lines for his net profit.

"I don't mean to say that every manufacturer should sell his product through the jobber. Making such a statement would be ridiculous. But everybody knows that efficiency in manufacturing and selling do not necessarily go together. The manufacturing of a product may be done on the highest standard and then much of this advantage be thrown away through expensive or ill-advised selling methods. The jobber is a salesman. His profit depends upon his ability to handle huge quantities of goods. His buyers, backed by unlimited financial resources, may be able to make remarkable quantity purchases at prices that have attractive potential profit possibilities. But this profit, gained through superior buying, never can be realized until the goods are sold.

MARKETING BY RETAILERS TENDS TO PROMOTE ECONOMIES

"You have mentioned several times in PRINTERS' INK that one of the great needs of the manufacturer and jobber to-day is to get retailers to market and that when they actually come in physical contact with goods they buy more liberally than they did from a traveling salesman or even from a catalogue. You are absolutely right in this. How many manufacturers are there who are so situated geographically that they can appropriately invite buyers to market? Most manufacturers have to locate off the beaten paths of trade. If they are not fortunate enough to be located in the great primary markets then they either have to be represented in those markets or lose a lot of business. The average retailer is not going to a town to buy only one or two lines. The logical thing under these circumstances is for the manufacturer to handle the bulk of his product through the jobber, as many of them do.

"It is getting to be increasingly easy to sell merchandise through a catalogue. One reason for this is that the day of good merchandising



TWO BLADES OF GRASS

"I have read this booklet with great interest. It is a Jim Dandy. I like it 100 percent. I wish you would send me 100 copies for distribution among intimate friends."

This Booklet Strikes an Advertising Keynote

—as you may well assume from the comment quoted above, from a widely known business man whose judgment is sound.

This booklet offers desirable food for advertising thought.

For it treats interestingly of DIRECT Advertising, and suggests the exceptional advertising service you may obtain from the U. T. A. Printer—who displays the Trade Mark shown here, in his advertising, on his stationery and at his place of business.



Mark Well the Mark

*A request brings
YOUR Copy immediately.*

United Typothetae of America

(INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

Not Conducted for Profit

General Offices: 608 So. Dearborn Street
Chicago

*This Campaign is in co-operation with Paper Manufacturers and Merchants,
Manufacturers of Type and Printing Machinery, Engravers and Electrotypers.*

EQUIPMENT

It takes more than good intentions to produce good work. And no man who works for the

Typographic Service Co.

C. E. RUCKSTUHL, Pres.

is ever handicapped by poor tools. A bright, airy composing room with unlimited quantities of every desired type face is backed up by a battery of eight modern job presses and complete facilities for blocking and notching plates. The best way to judge whether we are equipped to handle your work is to see us on the job. You will be welcome any time at

141 MADISON AVENUE, New York

Telephone, Madison Square 3620

65 pages

of knit goods
advertising will
be carried in the
June issue of

**THE
Underwear & Hosiery
Review**

320 Broadway
New York

Why?

*This statement
in PRINTERS INK
of May 22 was
premature.*

*Our June issue
went to press with*

73 pages
*of knit goods
advertising*

Again Why?

line is here. Since prices are going to be high no matter how economically the selling is done, people insist on having better quality. This is good economy and also good sense. A cheap thing that will not last is expensive at any price."

That the manufacturer realizes his need for primary market advantages is shown by the various expedients he is using to show his goods in those markets. The Bush Terminal Sales Building in New York is an example. There are similar exhibits in other cities on a smaller scale. Here a manufacturer may rent a certain amount of space and show his goods. The management of the exhibit advertises his line to buyers. An enterprise like that carried on in the Bush Terminal Sales Building is really an adaptation of the jobbing principle—the showing of many lines of merchandise under one roof.

While the jobber may have the advantage of the manufacturer so far as selling expense is concerned, it is unquestionably true that both have some real work cut out for them in the matter of reducing this expense. More liberal use of direct-mail methods seems to be the solution.

This accomplished, they can then turn their attention to the retailer and co-operate with him in a practical way to the end that his selling expenses may be reduced also.

The retailers are doing plenty of thinking along this line. They will respond readily enough if they are given any encouragement at all. They are already trying numerous experiments which are good, bad and indifferent.

METHODS POINTING TO LOWER SELLING COSTS

A trade-journal representative was telling me about a Western grocery and general merchant who had hit upon what seems to be rather an idealistic scheme of keeping down selling expenses, of reducing the cost of the goods to the consumer and at the same time realizing a satisfactory profit for himself.

This retailer sold his two motor

The Atlanta Journal Atlanta, Ga.

Over a million lines of paid advertising were carried in The Atlanta Journal each month of March, April and May.

Before March no southeastern paper had carried a million lines of advertising in any one month.

Advertising in The Journal Sells the Goods



PREPARE NOW

To greet your customers this Christmas with a cheerful expression of appreciation and thanks. Like a personal call, a smile and a handshake, it will bring and hold them closer to you. It will increase their Good Will towards you, the best asset in your business, an important factor in the success of your house. It will be a good investment—incidentally a very inexpensive one; it will cost you but a few cents.

Send Now for Samples

Let us send you a box of samples at our expense and without obligation to enable you to select at your leisure a beautiful card that will express your Good Will.

Salesmen Wanted

To carry these Good Will cards as a side line, out of Detroit, Pittsburg, New Orleans and Kansas City.

Write us where you travel, what you carry, and give references for our liberal proposition—it means extra profits for you.

The Davis-Smith Company
532 Atlantic Ave., Boston, Mass.



They Promote Efficiency

With Graffco Vise Index Tabs attached to the leaves of books, ledgers, etc., the proper page can be found at once—desired data comes to light instantly.

Graffco
MAKING PEOPLE WORK BETTER

Vise Index Tabs

have clear, attractive, washable faces and a grip that never loosens of itself.

Their use insures facility and dispatch in posting and finding data.

Write today for prices and information about Tabs; also other Graffco Products.

George B. Graff Company

294 Washington Street, Boston, Mass.

Mfrs. of Time-saving Office Devices

Wanted for Export Standard Factory Products

New York Export firm,—part of an old, well established and financially strong overseas trading organization, wishes to receive offers from manufacturers of well advertised, standardized products suitable for export. Agencies desirable, but not requested until active, regular business proved possible. Own offices in Argentine, Chile, Norway, Sweden, and Uruguay. Represented by progressive solid houses in most important ports of the world.

Address:

ADVERTISED GOODS

Box 50

Care Printers' Ink

delivery trucks and cut out all deliveries. He did away with a system of calling upon his customers each morning to take their orders. Then he made the proposition that any person who would pay him one dollar per month would have the opportunity of purchasing goods at wholesale or manufacturer's prices plus 3 per cent for handling. My informant said this retailer got more than 700 people to take him up on the proposition. The \$700 or more which he received from his "members" is all profit. The retailer declares that by his economies in service he has reduced his selling cost to a figure well within the three per cent he adds to his wholesale cost. Thus a satisfactory profit is assured in any event. His invoices are posted on a bulletin board so people can see the actual wholesale cost of everything they buy and know they are getting a square deal.

A tailor in Chicago has his fabrics prominently displayed with the price plainly marked on each piece. There are placards in the store reading "Be Your Own Salesman." The customer makes his selection and then calls an attendant who takes his measure and his order. In this way, the tailor says, he eliminates the services of a number of clerks and can sell clothes for less money.

A cigar dealer on a prominent corner in an eastern city has put in a humidor in which his customers can keep the cigars they buy from him by the box. A man can save money by buying a box of cigars but he may have no good way to keep them. So he puts the box in his compartment in the humidor and drops in while out at lunch and fills his requirements from his own stock.

There are marketerias, cafeterias and automatic restaurants. There are self-serve and self-carry groceries. There is a variety store in the West conducted on the cafeteria plan.

Even the newsboys are becoming impregnated with the idea of reducing the cost of selling newspapers. On the four corners of a street intersection near the build-



What Is Expense to Distinctiveness?

THE price per thousand for rich steel engraved stationery may appear costly compared with lithography, and lithography high compared with printing, but the price per piece is of unimportant difference—it is the impression you seek to convey that counts.

We produce superfine stationery by all methods—so superior that we have regular customers in Boston, New York, Philadelphia, Cleveland, Chicago and other cities well supplied with good engravers, lithographers and printers—so fine in conception and execution that we were awarded a medal at the London Exhibition of 1914. May we serve you?

The Edwards & Franklin Co.

Distinctive Business Stationery

Youngstown, Ohio

Members Typothetae since 1912



TWO complete engraving plants—fully equipped for intelligent service and the finest production of color plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

Advertising Agencies of New York

Here's Real Co-Operation!!

Boston Publishers Set the Pace

in accepting "S. & M." Insured Agency

Delivery Service on their Checking Copies.

Boston Newspaper Publishers will use "S. & M." Service in their endeavor to Co-operate with Advertising Agencies of New York.

**HERALD
TRANSCRIPT
POST**

**TRAVELER
RECORD
AMERICAN**

ADVERTISER

Our pamphlet "Reasons Why" will be sent to Publishers upon request.

**Co-operative
Services of**



**Schworm-
Mandel Inc**

450 Fourth Ave. Tel. 7205-7206 Mad Sq



**A new out-door
Metal sign, that is an
electric sign at night.
for your live dealers.**

These signs will be gladly bought by your dealers. They meet a demand long felt for a *low-priced* electric sign at ridiculously low maintenance cost. These are printed all-metal signs without glass—an entirely new patented process, developed during the war. Only four to six 40-watt lamps required to illuminate both sides. Effect produced at night resembles regular electric signs with hundreds of tiny bulbs. Absolutely fool-proof. Made in small sizes only; largest size 30 in. by 40 in. Sold only in lots of 50 and up. All signs equipped with brackets for hanging, overhead wires and packed individually.

Used now by many national advertisers. Our Service Department furnishes plans to sell or rent these signs to your dealers. Write to

THE ELWOOD MYERS COMPANY, Springfield, Ohio
Electric Sign Department

ing in which these words are being written, there are four newsstands in charge of one man and a boy assistant. Half the time when you want to buy a paper at one of these stands you must help yourself. The man must depend upon people's honesty as he has no way of checking up whether they leave two pennies or one for the paper. He has little difficulty, however. The average person is honest—when you put it strictly up to him.

Officers Nominated by Six Point League

The Nominating Committee of the Six Point League, New York, has nominated the following men for office, all of whom have accepted: For president, Hugh Burke; for vice-president, F. Mox; for treasurer, E. D. Duryea; for secretary, R. D. Mulligan. For the Executive Committee: Dan A. Carroll, M. D. Bryant, E. S. Cone, Herman G. Halsted, Wm. J. Morton, Harry D. Reynolds, J. P. McKinney. M. D. Hunsan, for representative to Bureau of Advertising.

Boston "American" Publishes Another "Link"

The first issue of "The Tobacco Link" has just been published by the Boston American. This is the third issue-organ of the sort to be issued by this newspaper to induce local dealers to link up with and profit by national advertising appearing in Boston. The other two papers are "The Drug Link" and "The Grocer Link."

New Advertising Agency in South

The Geo. W. Ford Company, Inc., advertising agency, has been formed in Atlanta, Ga.

Geo. W. Ford is president, A. M. Waples secretary and J. L. Williams treasurer. Mr. Ford was formerly connected with the Thomas Advertising Service, Jacksonville, Fla.

Major Matteson Returns to Gundlach

Major J. F. Matteson, who has been serving with the Red Cross in France, has returned to the Gundlach Advertising Company, Chicago, of which he is president.

Berry Brothers Appoint Agency

Berry Brothers, Inc., varnish manufacturers of Detroit, have placed their advertising account with the Carl S. von Pöetgen agency, of the same city.

Photoplay Journal

(DON'T CONFUSE THE NAME)

Announcement!

Effective June 15th the advertising rate advances to 40c. per line—\$150.00 per page—based on guaranteed circulation of 50,000.

Definite orders received before July 1st accepted at old rate of 25c per line—\$100.00 per page covering remaining issues of 1919.

Published in Philadelphia by CENTRAL PRESS COMPANY, 422 Land Title Bldg.

Represented in the East by S. M. GOLDBERG, 303 Fifth Ave., N.Y.

Represented in the West by JOHN A. TENNEY, 920 South Michigan Ave., Chicago.

The
Four A's
create
good art
for adver-
tising



**American Art
And Advertising**
1440 Broadway, N.Y.C.
Phone Bryant 1115

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KITTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line-net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

John Allen Murphy Roy Dickinson
Frederick C. Kendall Burnham McLeary
Helen A. Ballard

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JUNE 5, 1919

The Solicitor's Seven- League Boots

Many years ago, PRINTERS' INK succeeded, by higher mathematics, in locating the geographical centre of advertising. We found it to be at Punxsutawney, Pa. To-day, we know of no process of triangulation whereby so difficult a feat could be repeated.

For whereas in those leisurely days of business years ago, three or four cities were practically centre and circumference of all the big-space users, to-day there are at least 282 cities and towns in the United States where national advertising originates, and these cities and towns are scattered over

the country from Sanford, Maine, to Ontario, California.

This wide diversity of places from which big advertising springs has immensely complicated the promotion problems of the space seller. Not merely must he reach the advertiser in New York, Chicago, Boston, Philadelphia, Detroit or Cleveland, he must get his message before the Granite Quarriers in Barre, Vermont, the Apple Growers at Hood River, Oregon, and the Walnut Growers down in Los Angeles. His representatives are calling at little towns which five years ago he had never heard of. Agencies have found it necessary to establish branch offices in many cities which had not heretofore been thought of as big advertising centres. They have even found it profitable to open offices abroad.

And by the same token, many towns not now on our list of advertising prospects will be there to-morrow. Where will next year's advertising come from? Nobody knows. The advertising virus is working all through the commercial body. Just where it will break out next, no one can tell.

A salesman of advertising, if he aspires to cover completely his sources of possible business must be possessed of second-sight and must wear seven-league boots. It was not so in the olden days when the weary solicitor's Mecca was the office of Brent Goode of Carter's Little Liver Pills and of Charles H. Fletcher of Castoria.

The "Style" Bugaboo

One of the funniest things in advertising is the amount of good gray matter that is expended in trying to devise a "style" that will stick through thick and thin. "If we can get a "style" for our advertising as good as So-and-So's!" sighs the new advertiser. Just why he wants it and what advantage it is going to be to him after he gets it is something no fellow can find out. Probably the influence of the department store can be traced there.

There is a very good reason why shops that are advertising bargain

every day
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Such sto
of read
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Mrs.
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This is
advertiser

every day in the week should have a distinctive typographical effect, and that this characteristic appearance should be maintained month after month and year after year. Such stores have a steady clientele of readers for their advertisements.

Mrs. Jones is a charge customer at Wanamaker's, and she makes a point of reading their offerings every day to see where she can save money on her needs of the moment. The distinctive "style" of the ad is a help to her in finding the announcement of her favorite store among the crowded advertising pages. It is on the same principle that the newspaper itself always puts the weather prediction in a certain place, the financial and sporting articles on a certain page. It is done for the convenience of the reader. So the department store gains something by maintaining a fixed and easily recognized "style."

But with the general advertiser, the man who is advertising a soap, a food article or a safety razor, the case is different. He has no regular following of readers. He must create his readers as he goes along. Each advertisement is a separate and distinct unit. A too easily recognized "style" may actually count against him and lose readers for him. The eye passes over the old familiar presentment without recording any impression on the brain. Every reason that has been urged for frequent change of copy is an argument against the rigid typographical effect so far as the average general advertiser is concerned.

The fixed "style" is often the result of pure laziness on the part of the advertising agent. He succeeds in evolving a style which pleases his customer, and it is much easier to cast all future advertisements in the same mould rather than to originate something fresh each time. So we have the effect of standing ads in newspapers and magazines when the advertiser would really be much better served with variety.

This is also a matter that the advertiser is apt to deceive himself

about. He has grown so accustomed to a certain typographical effect that his eye lights first of all upon his own advertisement the moment the newspaper pages are opened up. So he concludes that everyone else is similarly impressed. Yet the fact is the very ear-marks that make his ads so conspicuous to himself furnish a cue to the uninterested reader to skip the announcement. A person reading a newspaper is looking for something new. Things that appear stale and uninteresting are sidestepped.

The presumption of an advertisement is that the advertiser has something important to say. Why handicap that something with a "style" which conveys a mental impression of the same old story worn threadbare long ago? If a series of ads so resemble one another that the casual reader does not realize that they are different, why need the advertiser go to the expense of changing electros? Would he not be just as well off by keeping the same old electro standing as the California Fig Syrup people did for so many years before the gospel of freshness in advertising had been generally accepted?

This is not an argument against individuality in advertising, but rather a plea for a superior sort of individuality and distinctiveness which shall cause each particular piece of copy to be accepted or rejected on its merits and enable the advertiser to make a stronger, more vital appeal to the public.

**Advertising's
Finest
Feather**

The announcement that the Victory Liberty Loan has been over-subscribed to the tune of \$750,000,000 is about the finest feather that has ever been placed in advertising's cap.

In giving credit for this handsome accomplishment, we must place at the top of the list, the hundreds of thousands of patriotic, zealous loan workers, who gave unstintedly of their time and of their energies to make the achievement possible. But we

believe that this legion of loan campaigners themselves, are ready to grant that their work would not have availed had it not been for the help which advertising gave them.

Many competent authorities, who never doubted the success of any previous loan, were frankly pessimistic about the prospects for the Fifth. They felt that since the white heat of patriotism had cooled off, the people would not respond so generously as they had in former loans. Then, too, the generally uncertain conditions which prevailed, and especially the desire of most business men to use all the money they could get in expanding their own affairs, did not augur well for the success of the Government's drive for funds.

Calling for \$4,500,000,000 in the face of this inauspicious situation gave this country one of the stiffest selling tasks it has ever had to tackle. But advertising put the job over, and it put over in a bigger way than even the most hopeful had any reason to expect.

That it was advertising and not the attractive terms that sold the loan is attested by the fact that 12,000,000 persons subscribed to it. Terms alone might sell the wealthy, but it took advertising to sell the masses.

The success of all the Liberty loans, especially of the Fifth, is something that will redound to the everlasting credit of advertising.

What Loss If Some "Cures" Do Pass Out?

It really looks as though patent medicines of doubtful value are going to better advertising conditions in France. These "cures" are going to make French newspapers better advertising mediums. They are going to accomplish this by dying an advertising death.

There is some anxiety in Paris advertising circles just now regarding the fate of *la réclame pharmaceutique*. Manufacturers of proprietary remedies have been paying numerous taxes. Most of

the products used in "cures," such as alcohol, sugar, oil and essences, have been taxed specially. In addition, a special tax has been levied on the medicines as completed products.

Then, too, when the manufacturer placed his advertising he paid another tax on the advertising itself. The inevitable result has been a decrease in advertising appropriations and a loss of business for the publications and agents.

It seems quite possible that French mothers will no longer be bombarded with notices of *spécifiques* guaranteed to guard *les enfants* against everything from colic to pneumonia. Numerous other appeals destined to alleviate adult suffering probably will follow the baby group into oblivion.

Naturally the persons who have been benefited by this advertising revenue are gloomy. To them it is business lost with nothing new to fill the gap.

As a matter of fact, the loss of this business should prove a help to French mediums. The average American advertiser finds too much "cure" copy in the average French publication. It makes him think of former days over here. And the American advertiser is a good man for the French advertising mediums to cultivate right now.

The absence of this advertising will make the French mediums stronger, if possible, among their readers. The better class of reader does not like nostrum advertisements any more than does his American cousin. French advertisers of food and other general products will appreciate the opportunity to talk to the consumer without having an objectionable intruder present.

Everyone seems about to profit by the "cure" manufacturer's loss. But he probably has been spending the winters at Nice or Cannes and his summers at Vichy or Aix les Bains for years. So, really, he won't suffer a great deal.

So what loss if a few of the nostrums do go west? And look at the gain!

NEW YORK
H. M. GROUT

WILLIAM H. A. GROUT

WHEN
roll
employees

You are
whether
pay him
whether
ber or de

When you
stock you
not your
new sens

You have
figures be
of profit

It is all a
in the tin
the selling

The buyin
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Are you a
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NEW YORK
30 Madison Ave.

WASHINGTON, D. C.
610 Riggs Bldg.

CHICAGO
104 S. Michigan Ave.



Wm. H. Rankin Company

Charter Members American Association
of Advertising Agencies

WILLIAM H. RANKIN, *President*
E. A. GHOSH, *Secretary and Treasurer*

WILBUR D. NESBIT, *1st Vice President*
ROBERT E. RINEHART, *2nd Vice-President*

More "brass tacks"

WHEN you look over your payroll, you check up on your employees.

You are able any minute to tell whether Jones is earning what you pay him; you are able to say whether or not Smith is live timber or deadwood.

• • •

When you take an inventory of stock you know at once whether or not your purchases of material were sensible.

You have cold black and white figures before you and it is a case of profit or loss.

It is all a problem of investment—in the time and effort of men, in the selling possibilities of materials.

• • •

The buying of your advertising space is just as important—often more so.

Are you advertising just to be advertising? Or are you making a business investment of your advertising money?

Sometimes we think the best part of our service is advising our customers how to invest their advertising appropriations.

This gets down to the "brass tacks" side of the question. Granted that we can prepare the right kind of advertising for you, how and when and where that advertising is used is what makes it right.

HOW much should you use in your advertising campaign? How should it be used? How is your sales force to squeeze every cent's-worth of benefit out of it in its work with the dealers? How are dealers in turn to get their full benefit from your advertising?

When your campaign is over, what will it be on your books? An expense or an asset?

That's what we should like to talk over with you—the very important part of your advertising plans—how shall your money be spent?

• • •

We are putting advertising on a real business basis.

You will agree with us that when your advertising, sales and auditing departments can unite in saying that your advertising is an invested asset and not a "red ink" item, your problem is solved.

We will be glad to make our first solicitation of your account on that basis. With that point covered to your satisfaction, you will be more interested in the other important features of our complete service.

• • •

Please write, telephone or wire us. Your communication will be received and treated in confidence if you desire.

Sales Manager & Advertising Man

An Expert Available

Thoroughly competent sales executive, with fourteen years' selling and advertising experience, wishes connection with established firm manufacturing a staple product or high-class specialty.

Is a clean-cut, aggressive young Christian of 33, with a splendid sales record and organizing ability. Is well educated and can write a good letter, ad or booklet.

Leaving present organization because manufacturing difficulties restrict field.

Not interested in stock propositions, insurance or schemes.

"G. W." Box 52, Printers' Ink

Do You Need A Right Hand Man?

I know a young man who wishes to connect with a live sales-manager or advertising manager with whom he can work and GROW.

He has just returned from seventeen months as an officer in the aviation.

He is a College graduate with three years' successful experience selling life insurance.

He says he can write good clear English, edit a house-organ or organize a sales campaign.

He does not know it all but has confidence in his ability to learn.

He likes responsibility and enjoys hard work.

He is on the square.

If you think such a man would interest you, let me have him write you fully.

Address, KIRK TAYLOR, Personal
Chicago Manager, Printers' Ink
833 Peoples' Gas Bldg., Chicago

Seeks to Co- ordinate Manufacturers' Advertising

IF manufacturers of electrical appliances were to advertise certain products at certain seasons of the year, according to a pre-arranged schedule, the advertising would be more effective and more sales would be made. This is the opinion of the committee on co-ordinate advertising and sales campaigns which reported to the National Electric Light Association at its annual convention held in Atlantic City late last month. Henry Harris, general contracting agent of the Duquesne Light Company, Pittsburgh, was chairman of the reporting committee.

"On the theory that definite drives or campaigns on electrical leaders would create a maximum of public interest in things electrical," the reports reads, "the Committee on Co-ordinate Advertising was appointed by the Chairman of the Commercial Section; this committee being constituted of specialists in electrical advertising and electrical merchandising from manufacturers, central stations and allied interests.

"Members of the Committee, representing electrical manufacturers spending large appropriations for advertising, agreed that the plan was practicable, and that if a schedule of leaders was made up in advance, their plans for advertising could be made to line up with it. It was felt that such a schedule should be by months, and that two general classifications should be followed, viz. Electrical Merchandising and Lighting.

"Such manufacturers as have more or less extensive lines may wish to advertise not only the leader, but other appliances at the same time, and this can be done easily by simply giving the leader in that particular month a prominent position in the advertising and subordinating the other lines to it."

"Right Away, Sir"

"Rapid Service" means all the name implies—Prompt, Efficient handling of your Electrotype orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotpe Company

W. H. KAUFMANN, President and General Manager
Largest Makers and Distributors of Advertising Plates in the World
New York CINCINNATI Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what **Rapid's Service** means.

Population 65,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. Paper established 1880.

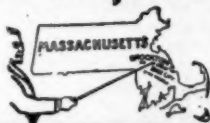
Brockton Daily Enterprise

Printing 17,000 Daily

Flat Commercial rate 50 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements



National Drug Clerk Drug Store Merchandising

608 SO. DEARBORN ST. CHICAGO, ILL.

FOR CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

MONTEAL

LTD.

The Little Schoolmaster's Classroom

SUPERSTITION is strong in us all even in these days of enlightenment. The most cynical has his unlucky number, his bad day, the fear of stepping under a ladder, a belief in the groundhog, the evil of the broken mirror or spilled salt, or any one of the thousand similar absurdities (if they be such) that impose on our credulity.

The Schoolmaster and two of his comrades, the Adartist and the Adwriter, were discussing these primitive beliefs and the extent to which popular superstitions enter into the selling—and advertising—of merchandise.

The Adwriter told of the man in a small Broadway store who sold small ivory or bone monkeys at ten cents each. They were supposed to bring luck to the person who carried them. If, for any reason, he was dissatisfied with the potency of the monkey, he could return it and receive *fifteen* cents in exchange (which is the "money-back if not satisfied" guarantee with a plus). This man has sold an enormous number, more than a hundred thousand, over a long period of years, and few, if any, have been returned.

Additional evidence was offered by the Adartist who brought up the Billiken craze—"The God of Things as They Are"—which swept over the country some years ago.

* * *

But this story would not have been written if the Schoolmaster hadn't met a curious personage on his way back to the Classroom after the luncheon discussion. It was a fortune-teller standing on the sidewalk. He had two birds—parakeets or some such creatures—and for a modest nickel (without war tax), one of the birds would pick out an envelope from many hundreds, and in it would be a message from the stars—your particular star. Here was a chance to get actual evidence on the subject.

The Schoolmaster crossed the fortune-teller's palm with silver and learned that in the future he would—but that doesn't matter. He refused the twenty cent change, which made the man sociable enough to answer the question:

"What kind of people like to have the birds tell their fortunes?"

Diluting the mixed English and Italian for the sake of coherency, the answer was as follows:

"All kinds. Rich, poor, young and old. A lady in a big car stopped yesterday. To-day a man who works in that office and is worth mornamillion—the policeman tell me—ask the birds how he come out. More women than men ask me. Sometimes 200 a day—sometimes only fifty. Do they believe the birds? Yes! More when they say, 'No, I don't believe!' Some peoples listen to birds when they wouldn't listen to friends. Some peoples—and here his face had an expression of sly good humor and his dark eyes twinkled—"give me nickel for fortune just to see what I say. Oh, no! Not because they believe what the birds say. Oh, no! Just to find out—like you, meester!"

And if that were not worth twenty-five cents to the Schoolmaster and his class and if it didn't prove that the majority of us are superstitious to an extent that we don't admit—then the quarter was wasted.

* * *

In Brentano's this noon a literary index above the bookshelf contained the sentence "Drink—Zola."

"What is that?" said the funny man at the Schoolmaster's elbow. "A new substitute for Coca-Cola!"

* * *

The Schoolmaster wishes to pass on without malice and with no hope of present or future reward an idea to every baker in the United States. The Salvation Army Drive has been the greatest sampling campaign for a certain

OWN YOUR HOME!

The slogan of the greatest homebuilding movement this country has ever seen—these three words are accomplishing the revival of the Building Industry.

Materials for home building are sold by Lumber Dealers, operating the Department Stores of the Building Business.

The short cut to these dealers is via the Dealers' Edition of

LUMBER

the Standard Dealer Periodical of the Lumber and Building Supply Field.

Ample Research Facilities are awaiting your command.

JOURNAL OF COMMERCE COMPANY

WRIGHT BUILDING

ST. LOUIS

LUMBER'S Branch Offices: 243 W. Thirty-ninth Street, New York; Guardian Bldg., Cleveland; Mallers Bldg., Chicago; 816 Fifteenth Street, N. W., Washington, D. C.; 320 Market Street, San Francisco.

Office Appliances

*The one journal which covers
the field of office equipment*

Two hundred twenty-five manufacturers making use of every issue. Send ten cents for sample copy. The government requests that we do not send it free.

417 So. Dearborn St., Chicago

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.,
5,000 copies monthly, reaching hardware
dealers and jobbers. Sample on request.

15 Park Row New York



and BUILDING MANAGEMENT

Great shortage in offices and apartments.
This means many new buildings next year.
The owners and managers are planning for
them now. They can be reached only by
advertising in this paper.

City Hall Square Building, Chicago

If You File Rate Cards You Need

Barbour's Rate Sheets

Write Us Today

538 South Clark Street, Chicago

ALBERT R BOURGES

CONSULTING PHOTO ENGRAVER

FLATIRON BUILDING NEW YORK CITY

LEADING
NEWSPAPERS
MAGAZINES
& CATALOGUE
HOUSES

are now
using

ROTOGRAVURE

INSERTS

There must
be a reason

NEO GRAVURE PRINTING CO.
200 WILLIAM STREET NEW YORK
Posters, Booklets and Folders

product the country has ever seen. The homely American doughnut, that well-known trade-mark of home and mother, which, taken up to the front-line trenches under fire, made the Salvation Army loved and known wherever doughboys congregate, has been given the greatest impetus in its long and successful history.

Doughnuts, at prices ranging from \$1 to \$5,000, have been sold in every city in the country. Think what this means to the baker! The Schoolmaster is hungry to get more doughnuts like the ones he tasted last week. Lots of other people have that inward "hanker." If the Schoolmaster ran a bake-shop, he would have his window for the next four or five weeks piled high with doughnuts, and as dealer help, what could be better than this idea quoted from a New York paper:

"The Salvation Army doughnuts have made such a hit that insistent demands are being made for the recipe. To meet this demand thousands of shields were printed in red with the recipe in black letters. The recipes are autographed by Evangeline Booth, Commander of the Salvation Army in the United States, and Brigadier-General Cornelius Vanderbilt, chairman of the New York Committee."

Mrs. Vincent Astor on Fifth Avenue turned over her beautifully appointed kitchens for the making of doughnuts. Mrs. McCloskey down in McDougal Street also helped. This symbol of good cooking and democracy, the American doughnut, is going to be more popular than ever before, and the baker who is on the job will take advantage of the demand which has been created and link up with it.

A certain Town Crier of Rhode Island sends a note to the Schoolmaster, in reference to the recent item which appeared about the Red Feather which was turned by advertising from a liability to an asset on the part of the wearer at the time of the Fifth Liberty Loan drive. Rhode Island, it seems, was

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acquainted with the idea before New York City.

"In the midst of the Fourth Loan," so says the Town Crier, "when Rhode Island was affected by inertia, this organization saw the necessity of stimulating sales by some simple idea which would make people repeat on the Liberty Loan, and we got our original inspiration from the time-worn rhyme of Yankee Doodle, who came to town riding on a pony and who stuck a feather in his hat."

Feathers were then taken up, with the idea of making them the repeat motive, and the colors naturally caused some discussion. White feathers were said to signify cowardice, yellow feathers something equally as bad, but the red feathers since medieval days had been more or less associated with bravery. One member of the Town Criers who got enthused about the Red Feather idea went to a large millinery establishment in Providence, but found that the only red feather in the place was one on a top floor, where it had been carefully sewed into a Scotch cap. He got from this milliner the addresses of some millinery jobbers in New York, from whom, after some correspondence, 35,000 red feathers of suitable size were obtained, and although there remained but two days in which to use the red feathers, 35,000 of them were the means of that number of second sales. Apparently one of the New York jobbers became suspicious that the feathers

WANTED

A young man to take charge of the sales department of one of the largest manufacturers of men's fine shoes. A thorough grounding in modern merchandising practices and a record of accomplishment are essential.

Write with details to
Box A, Essex St. Station
Boston, Mass.

George Seton Thompson Co.

Planning
Copy & Art
Printing
Mailing

**Advertising
SERVICE**

Booklets
Circulars
Catalogs
House Organs

122 West Polk Street, Chicago
Wabash 7316

To secure Trade from South and Central
America, Mexico, West Indies, Spain,
Portugal, etc.,

ADVERTISE IN

EL COMERCIO

Established 1875



The Oldest Export
Trade Journal in the
world.

Circulation Audited by
A. B. C.

Sample Copy, Circu-
lar Rates and full par-
ticulars upon request.

J. Shepherd Clark Co.

Editors and Publishers

BURNET L. CLARK, President & Mgr.

114 Liberty St., New York City

Sales Promotion Man Wanted by Publisher

A technical publishing house has an immediate opening for a man who can prove that he knows how to increase the circulation and advertising of a well-established technical monthly magazine and sell a line of technical books by mail order and through the trade.

The man who can really get somewhere on this job will be given every opportunity to exercise initiative and take over the helm from the start. We are willing to entertain proposals from live assistants to successful publishing sales managers. The man we select will be made chief of his department and rise or fall by his own efforts.

Remuneration will be based on results, with a living salary to start and progressive increases as the returns come in.

Address "L. B.," Box 51, Printers' Ink.

YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS

B & B SIGN CO. INC.

341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

EVERYDAY ENGINEERING MAGAZINE

2 West 45th St., New York

FOCUSSED FORCE!

An Intensive Circulation—

Reaching the man who takes a pride in keeping his motor car "tuned up." The man who understands good machinery and loves it. The man who is experimenting both as a hobby and for gain. The Radio Enthusiast. The Model Maker. The Youth who is old enough to appreciate good tools and their use. The Mechanic who is bound to get ahead and improve his work and himself.

All these are embodied in the circulation of

EVERYDAY ENGINEERING MAGAZINE

Published Monthly

Subscription \$1.50 a year. 15c a copy

help! help! help!



for overworked
editors of house
organs & trade
papers—special
& feature articles
on short notice

Chester A. Grover, 1105 Dearborn St. Chicago
"ask for Grover"



ADvantageous
vertising

All Ways

The Arkenberg-Machen-Dowd Co.

406 Madison Ave., Toledo
14 E. Jackson Blvd., Chicago. 63 Park Row, New York

were being put to some unusual use and learned about the purpose sufficiently to enable New York to employ this method in the last days of the Fourth Loan and again in the Fifth. The Schoolmaster is glad to give the Town Crier of Rhode Island the credit for thinking of this good advertising stunt during the Fourth Loan, which was used so successfully by New York in the Fifth.

Captain Kempner Out of Service

Henry Kempner has been discharged from the Service and has joined the advertising service department of *American Machinist*, New York. Before entering military service he was an instructor in machine design at Pratt Institute, Brooklyn.

New Account for Koch Agency

The Otto J. Koch Advertising Agency, of Milwaukee, has added the Wausau Sulphate Fibre Company, of Mosinee, Wis., and is placing a general newspaper campaign in the Central West.

Captain Beiderman Returns to Rankin

Capt. F. A. Beiderman, who returned to this country recently with the 11th Division, has resumed his former position with the Wm. H. Rankin Company, of Chicago.

S. F. Goddard Discharged from Service

S. F. Goddard, until recently with the Aviation Corps as aerial photographer, has joined the service staff of the George Seton Thompson Company, Chicago.

\$10,000 Buys Control of Proprietary Article

On Market 25 Years—Sold in Every State—80% of People Use It

This is an old reliable drug claim value. Not a patent medicine. Magazine and newspapers accept its advertising. Distribution general throughout the U.S.A. High as 80% in some states. Quality and reputation the highest. Thousands of enthusiastic letters from satisfied users. A dependable seller and reposter with long trade. Owner has other interests demanding his time. Ready to sell control at price which represents considerable loss to him and big opportunity for new. Splendid chance for a man willing to get into business for himself.

Address "Cortrol", Room 448
29 So. LaSalle St., Chicago

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Wanted man who can write weekly sales letter to, and lay out territory for large force of Salesmen (about 1000 salesmen). Address, T. H. W., Box 906, Pittsburgh, Pa.

ADV. MAN

One with creative ability and originality in copy, design and layout. Ability to systematize office routine essential. Knowledge of musical copy desirable. Excellent opportunity and salary for young and able man. Write New York, Box 139, Printers' Ink.

WANTED

Responsible representatives for each of the following districts: Boston, New York, Philadelphia, Pittsburgh, Rochester, Cleveland, Cincinnati, Chicago, Milwaukee. Will furnish lists. Pacific Machinery Review, Lock Box 826, San Francisco, Cal.

Advertising artist for rotogravure newspaper supplements, commercial printing, posters. Ability required for line and wash layouts, lettering, selection of news pictures, arrangement of feature pages, writing captions for news pictures, etc. See Mr. Hurwitz, Room 801, 450 Fourth Ave. Telephone Mad. Sq. 1373.

Artists—all-around ladies' fashion artists, also designers and illustrators. Permanent position.

BUCKBEE-MEARS CO.

Engravers
ST. PAUL, MINN.

Do You Know How to Train Agents?

Can you write an ad that will produce a good quota of inquiries; and when you get the inquiries, can you develop them into orders? Can you explain a plan by mail so your agent in far-away Four Corners will be so enthusiastic he will just naturally go out and sell it? If you can, then you are the man to whom we shall offer a splendid opportunity. State your age, your present position and experience, and the salary you will be interested in. We'll treat your reply confidentially, and we'll tell you quickly whether or not our opportunity is the one you want. Address, "King the Bell," Box 235, care P. I.

A TRADE PUBLICATION WANTS AN ADVERTISING SALES AGENCY TO TAKE OVER ITS ADVERTISING PAGES ON A PROFIT-SHARING BASIS. BOX 234, PRINTERS' INK.

WANTED—First-class Mechanical Re-toucher, also first-class Illustrator; must be able to handle wash and line drawings, lettering and designing. Reply with wages expected and samples of work. All replies confidential. Steady position for right man. Address, Box 649, Hartford, Conn.

Creative

Art - Copy - Service - Man

wanted to fill a worth-while place in a worth-while agency. Write, giving full outline of your experience and enclose samples of work which will be returned. All replies confidential. Box 238, Printers' Ink.

A \$5,000.00

Advertising "Getter" Wanted

on three leading Trade Journals. We have an opening with a big opportunity for man with initiative. One having experience in the Drug and Medical field preferred, but not essential. Drawing account to start \$3000.00—address, giving full particulars as to your qualifications, experience, etc., M. D., Box 242, care of Printers' Ink.

Advertising Manager wanted for large Rug and Carpet Company doing a National business with National advertising. We would prefer a young man now with some live department store or manufacturing concern who carry National Advertising. Should be familiar with all kinds of follow up work. Fine opportunity for a comer. Box 227, care of Printers' Ink.

ARTIST WANTED

If you have creative ability, combined with agency experience, to produce first-class, modern, original work in all styles and mediums. Must have experience in purchasing engravings, electrotypes, lithography and printing. Apply by letter, stating age, experience and salary to "M.K.," P. O. Box 822, City Hall Station, New York.

Advertising Solicitor Wanted

\$7,500 to \$10,000 yearly to high class advertising man controlling from \$150,000 to \$200,000 gilt-edge business. Stock interest and official position in thriving Chicago agency of thorough organization, well financed and of excellent standing with publishers and advertisers, now open to right party. Simply requires more business to reach the million mark. No money required. Only those of unquestioned reputation and ability, who can guarantee the volume of business, need apply. Address in confidence Box 228, Printers' Ink.

THE NATIONAL CASH REGISTER COMPANY NEEDS THREE MEN FOR EXPORT ADVERTISING.

WE NEED A MAN WHO KNOWS SPANISH, ONE WHO KNOWS PORTUGUESE, AND ONE WHO KNOWS FRENCH.

WE WANT INTELLIGENT YOUNG MEN OF GOOD EDUCATION, FAMILIAR WITH MERCHANDISING CONDITIONS IN COUNTRIES WHERE THESE LANGUAGES ARE USED.

WE WILL TEACH THEM ADVERTISING.

MEN WHO ARE NOT MORE THAN TRANSLATORS WILL BE OF NO VALUE TO US.

REPLY IN ENGLISH, AND IN SPANISH, PORTUGUESE OR FRENCH.

ADDRESS ADVERTISING DEPARTMENT, NATIONAL CASH REGISTER COMPANY, DAYTON, OHIO.

Circulation Manager

wanted by successful automobile trade publication. State experience, salary, etc. Replies held confidential if desired.

Box 240, Printers' Ink

Young Man with Country Newspaper experience in reportorial capacity who can adapt himself to traveling and who thinks he can develop advertising selling ability, will find this opening on staff of an established trade weekly interesting from immediate financial returns and promising good future; state age, nationality and give character as well as business references. Address Box 340, Printers' Ink.

THE MAN WE WANT

is now employed in the circulation department of some publication going to rural homes.

He must be a young man with ideas and initiative and possess a capacity for thoroughness.

To such a man we offer an opportunity to become associated with a sound and fast-growing mail-order magazine located in the middle west. This is a real opportunity for the right young man.

Applicants should give age, experience, references and state salary expected to start. All replies will be treated as confidential. Box 231, care Printers' Ink.

PRINTING SALESMAN

with a knowledge of the business, who possesses the training, character and experience that make for good salesmanship, can connect with one of the largest and best equipped concerns in New York City. A firm with a reputation for making good wants another salesman who can make good.

Send qualifications and details. Confidence assured. Box 215, Printers' Ink.

MISCELLANEOUS**WANTED**

KELLY PRESS IN GOOD CONNECTION WITH D. C. MOTOR EQUIPMENT. TOLMAN PRINT, INC., 71 CENTRE ST., BROCKTON, MASS.

PORCELAIN ENAMEL SIGNS

LOOK BEST - LAST LONGEST
COST LESS IN THE END

THE PORCELAIN ENAMEL & MFG. CO.
BALTIMORE MD

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WE WANT

a suggestion or an idea for a novelty, publication, scheme, device, or any legitimate plan that will keep our \$200,000 lithographing, printing and binding plant going on a non-competitive basis. A good proposition awaits the party whose suggestion we can adopt. Address Box 229, care Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders Products
Printers' and Bookbinders'
Machinery of Every Description
CONNOR, FENDLER & CO.
Ninety-six Beekman St.
New York City

POSITIONS WANTED

Young man, age 25, Christian, married, 4 years' printing experience, desires position in layout or copy writing department. Box 248, Printers' Ink.

ADVERTISING MAN with vision, enthusiasm, sound merchandising ability; carefully trained, capable, desires position with growing or established business in N. Y. C. Box 230, P. I.

DISCHARGED

Officer, 32nd Division, 28 years, married, 7 years' newspaper work, desires position with manufacturer, agency or trade paper. Write or wire H. A. Quirt, Peabody, Wis.

COMMERCIAL ILLUSTRATOR and designer, poster and figure man, 8 years' first class engraving house experience, desires to make change. "Illustrator," Printers' Ink, 1 Beacon St., Boston.

I WANT A JOB

I possess a good education, sound business training and pleasing personality. Am 29 yrs. old; have worked for two advertising agencies, and served two large firms as advertising manager. I like to dig into advertising problems from the sales end and want a chance to do advertising work combined with merchandising, either for an agency or a manufacturer. Box 237, Printers' Ink.

Experienced Executive

Age 40, American, capable manager, accustomed to responsibility, advertiser and organizer with ideas, 9 years' foreign (South American) experience, war work included, now ready for suitable connection at home or abroad. Box 245, Printers' Ink.

Do you want a BOOKLET

written that will be attractive and in good taste—and, at the same time, bring you business?

Let me do it for you.

JOHN FOREST, 126 E. 36th St., New York

YOUNG MAN, practical advertising and printing experience; excellent references; honorably discharged from Army, high school graduate. 'Phone Schuyler 6967, or Box 249, care Printers' Ink.

EUROPEAN REPRESENTATIVE

Business man, lively and experienced, well introduced, wishes to represent exclusively, good American firm in Europe. Box 226, Printers' Ink.

Do You Order Art Work

regularly? Commercial artist can handle one more good firm requiring art service all year round. F. K., Room 623, 320 Broadway, New York.

ADVERTISING SALESMAN

Long experience on general and trade publications, constructive worker, producer, wide acquaintance N. Y. C. and throughout Eastern territory, open for engagement. Box 246, Printers' Ink.

N. Y. CITY COPY-PLAN MAN

(Ten years' agency, mail order and general advertising experience) seeks exceptional opportunity with high-class New York Agency or business organization. \$50 a week. Box 243, P. I.

ADVERTISING ASSISTANT—Age 23, clean cut, enterprising young man with 2 years' Agency Experience, wants position with manufacturer to assist Advertising Manager, or take charge of details in advertising department. Graduate High School (Commercial Course), and Advertising Schools. Salary to start, \$25.00 per week. Box 236, care P. I.

A Live Western Representative

Seeks exclusive agency good paying mail-order line on salary or commission. Age 34. Located Kansas City and knows Southwest thoroughly. Box 244, Printers' Ink.

Advertising Manager

of six years' experience. I am capable of supervising general advertising, compiling catalogues, editing house organs, preparing trade-paper copy. I can write forceful form letters, handle sales correspondence intelligently, courteously, get up attractive direct-by-mail literature and supervise follow-up work. I am an executive and can work in harmony with other departments. College man, level headed, clean cut; lately been mustered out of army. I am open for immediate connection. Box 232, Printers' Ink.

ASSISTANT TO ADVERTISING MANAGER

Now employed in research and merchandising department of New York agency.

My experience in making dealer and consumer investigations has given me practical knowledge of trade conditions and selling problems in their relation to advertising.

My former connection as stenographer and secretary in large law office equips me for handling office work efficiently. Desire opportunity to associate with Advertising Manager of growing concern. Age 32; married. Box 247, P. I.

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Universal Appeal

The appeal made through outdoor advertising is universal—universal in the sense that all outdoors is universal—universal in that it speaks to the classes as well as the masses

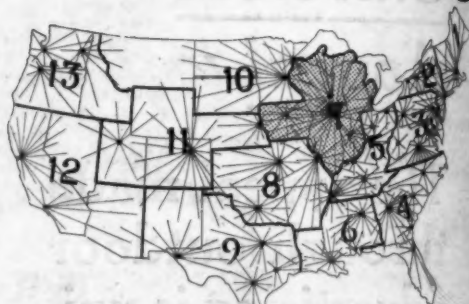
Thos. Cusack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World

Link Advertising To Merchandising



No jobber can sell the Chicago grocer but the Chicago jobber. No jobber can sell the San Francisco grocer but a San Francisco jobber. The grocers of Vinton, Iowa, are sold by jobbers from Chicago and from Iowa cities, but seldom by New York jobbers. The grocers of White Pigeon, Michigan, are sold by jobbers from Michigan and from Chicago, but never by jobbers from Philadelphia.

These are obvious merchandising axioms. One would think that his everyday knowledge of their truth would inspire every advertiser to adopt the corollary of localized advertising effort. Nevertheless, many advertisers seem to feel that general publicity thinly spread over a continent constitutes "national" advertising. As a matter of fact it is merely "geographical" advertising—advertising which covers the *map* of the United States, but does not reach the *people* of the United States. The only true *national* advertising is that which moves the American people.

The above map shows how each jobbing zone in the United States can be efficiently and economically covered by metropolitan newspapers with radiating circulation.

This map is part of a thorough statistical analysis of the Zone System of Merchandising which constitutes one of the chapters in *The Chicago Tribune's 1919 BOOK OF FACTS*—sent free on request.

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER